

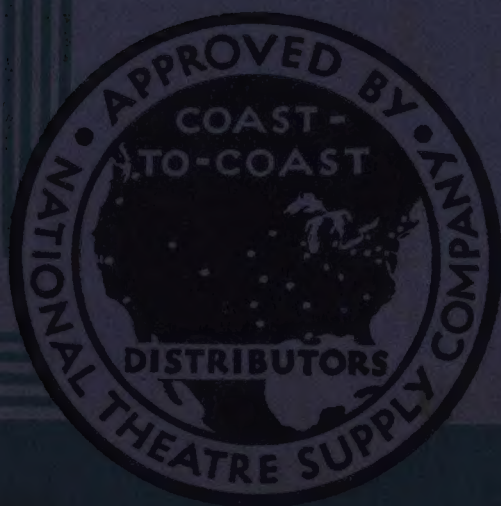
DELUXE

Your Theatre

and **MAKE IT PAY!**

Catalog No.31

...Containing many suggestions for the provision of better service and greater income for large and small theatres



30 STORES

—each backed by a
great national organ-
ization always at your
service

ORDER FROM OR MAKE
INQUIRY AT YOUR
NEAREST NATIONAL
BRANCH—SEE LIST
AT RIGHT →

*If It's for Use in the
Theatre, National
Can Supply It.*

CENTRAL

CHICAGO, ILL.
825 S. Wabash Ave.
CINCINNATI, O.
1635 Central Parkway.
CLEVELAND, O.
2112 Payne Ave.
DENVER, COLO.
2106 Broadway.
DETROIT, MICH.
214 W. Montcalm St.
INDIANAPOLIS, IND.
434 N. Illinois St.
KANSAS CITY, MO.
106 W. 18th St.
MILWAUKEE, WIS.
719 Wells St.
MINNEAPOLIS, MINN.
56 Glenwood Ave.
OMAHA, NEBR.
1510 Davenport St.
ST. LOUIS, MO.
3210 Olive St.

EASTERN

BALTIMORE, MD.
309 N. Gay St.
BOSTON, MASS.
211 Columbus Ave.
BUFFALO, N. Y.
376 Pearl St.
NEW HAVEN, CONN.
133 Meadow St.
NEW YORK, N. Y.
1560 Broadway.
PHILADELPHIA, PA.
1315 Vine St.
PITTSBURGH, PA.
1006 Forbes St.
WASHINGTON, D. C.
916 G. St. N. W.
Room 513-515-517 Mather

SOUTHERN

ATLANTA, GA.
187 Walton St.
CHARLOTTE, N. C.
222 West Fourth St.
DALLAS, TEXAS.
306 S. Harwood St.
MEMPHIS, TENN.
400 S. Second St.
NEW ORLEANS, LA.
220 S. Liberty St.
OKLAHOMA CITY, OKLA.
516 W. Grand Ave.

WESTERN

LOS ANGELES, CALIF.
1961 S. Vermont Ave.
PORTLAND, ORE.
460 Glisan St.
SALT LAKE CITY, UTAH.
245 E. First South St.
SAN FRANCISCO, CAL.
121 Golden Gate Ave.
SEATTLE, WASH.
1st Ave. and Battery St.

National Theatre Supply Company

Executive Offices—92-94-96 Gold St., New York

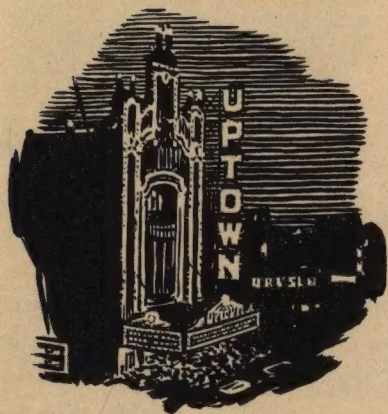
104T
National Theatre
193-2

Don 995854074
7/31/17



Logical Reasons Why National Should Service Your Theatre:

ONE source of supply — a definite standard of quality, and that the very best. Everything you need for the mechanical operation of your theatre can be supplied, promptly and with utmost satisfaction through National Service. A nearby source of supply at 30 well-equipped, well-stocked branch stores, with sales and service men always available on short notice, experts **TRAINED TO SERVE YOU CONSCIENTIOUSLY**, regardless of what your requirements may be. In the following paragraphs are briefly presented a few of the most important factors of National Service:



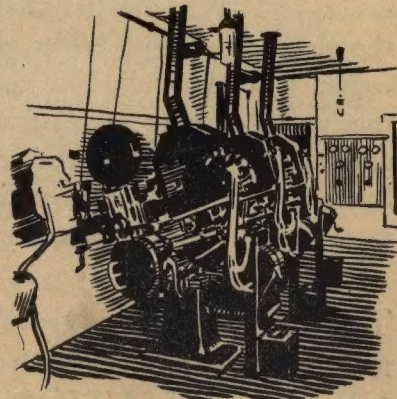
1 THE EXTERIOR — That part of the theatre which must attract the attention of the public. In exterior furnishings — electric signs and marquees, outdoor poster and banner frames, sign letters and flashers, flood-lighting and fancy exterior decorative effects, National is equipped to handle every requirement ranging from the very modest to the most ornate and expensive. National engineers plan and design, execute and supervise installation and thus insure against disappointment in the finished product. Estimates are supplied without obligation.

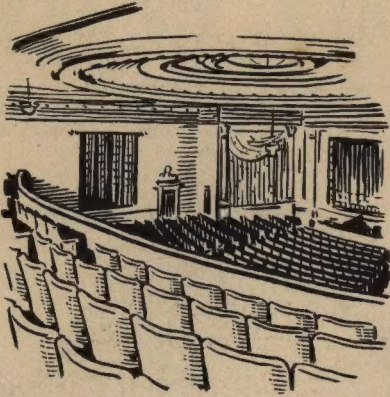
2 THE LOBBY AND FOYER are now universally recognized as two distinctively important departments of the theatre. The arrangement and furnishings must appeal to public taste. Carpets, furniture, sand urns, smoking stands, draperies, decorations, all



have an appealing influence on the patronage of the theatre. National supplies everything needed to properly outfit the foyer; labor and time-saving equipment for the lobby, as well as beautiful rubber mattings to serve as a protection to expensive carpets in the auditorium.

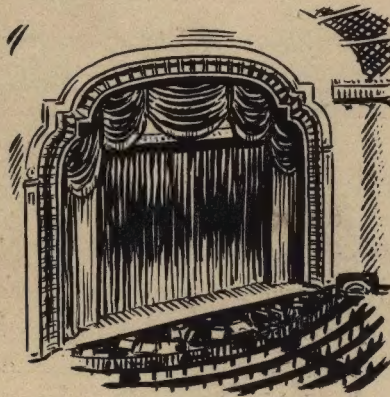
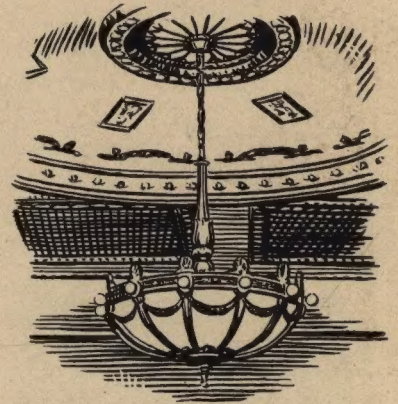
3 THE PROJECTION ROOM requires careful consideration in any theatre. Sound film projection makes necessary the provision of precision equipment and careful maintenance. National Service features every need for the modern projection room and National Service Men are on the job day or night to keep the show in operation. Many new and modern improvements for better projection are now available at your nearest National Branch store and a demonstration incurs no obligation. "If it is needed in the projection booth National has it."





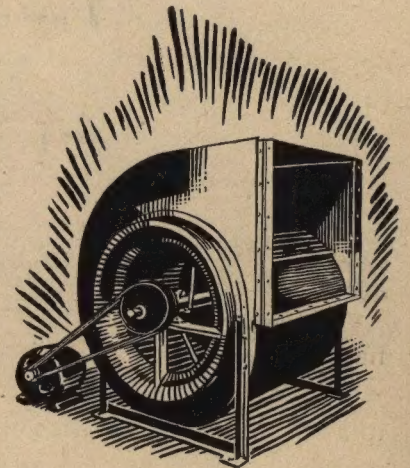
4 SEATING. In no other department of the theatre is there need for more careful attention. Comfortable chairs, properly arranged for customer convenience are of utmost importance in any theatre, large or small. Reseating of many sound equipped houses has become necessary, due to the unsuitable acoustic properties of veneer back chairs. Upholstered seats do not cause reverberation. The National line of opera chairs is unsurpassed for beauty, sturdiness and sound absorption qualities. National seating experts are at your disposal.

5 LIGHTING. Correct lighting enhances the beauty and comforts of the theatre. At surprisingly small cost the entire lighting system of the theatre may be modernized and corrected, frequently in a manner that reduces the cost of electrical current. Correct lighting is a specialization with National, whose experts will gladly analyze your problems. An extensive line of popular-priced lighting fixtures, distinctly theatrical in character, is offered and specially designed fixtures are made to order. Cove lighting, flood lighting, color and scenic effects — anything that pertains to decorative lighting. Get a National estimate before you buy.



6 THE STAGE. In this department National will accept any challenge. Beautiful draperies and hangings, correctly designed to focus attention on the stage. Created by our own artists to ideally blend with the atmosphere of the theatre. Standard and novelty fabrics to suit every taste. Stage rigging and hardware; switchboards, footlights and borders, screen masking frames, horn towers — every conceivable device or apparatus for the modern stage is supplied through National Service. Consult your nearest branch on whatever you may need.

7 VENTILATION. Widely known engineers have designed scientifically correct equipment for the conditioning of atmosphere in the theatre. In combination with a correctly designed blower the National Air Washer removes foul air from the theatre, and properly ventilates houses of large and small capacity at unusually low cost for the initial installation. Protect the health of your patrons and cater to their preference for cool and comfortable entertainment with a National Ventilating System. Complete information on this modern theatre necessity may be had by simply asking a National representative.



The following pages contain illustrations and descriptions of many articles needed to "deluxe" the theatre and make it pay. ORDER FROM YOUR NEAREST NATIONAL BRANCH.

Suggestions to Attract Patronage

Put Pep in Your Lobby Display With These Popular-Priced Frames



No. 101
One-Sheet
Egyptian
Easel Frame

EGYPTIAN DESIGN STURDY—ATTRACTIVE

These lobby display frames are sturdily built and finished for outside exposure. The ornaments are machine carved. The finish is polychrome effect gold and brown antique with blue striping, making a beautiful frame and positively the greatest value on the market today. These frames appeal to the exhibitor who wants an attractive well-made product at a reasonable price—one that will give good service under all conditions. The backs are genuine compo board. Doors are easily removed and are provided with a patented device which simplifies opening and closing. Glass is not furnished but grooves for glass are provided.

Get Two for
the Usual
Price of One

Exceptional Values At These Prices

In order to save handling and packing costs we offer these Egyptian design lobby frames, Nos. 100, 101 and 200 IN PAIRS ONLY, and have priced them so reasonably that the exhibitor can well afford to buy two frames for a little more than the usual price of one. The No. 604 frame may be purchased singly.

- No. 100 One-Sheet Frame to hang; Egyptian design, TWO for... **\$17⁷⁵**
- No. 101 One-Sheet Frame with Easel as illustrated, Egyptian design, TWO for... **\$22¹⁰**
- No. 200 Photo Frame to hang, as illustrated, Egyptian design, TWO for... **\$14⁷⁵**
- No. 603 Combination One-Sheet and Photo Case, with Easel; Egyptian design, each... **\$24⁰⁰**



No. 200
Photo Frame



Special
Price f. o. b.
Factory
\$8⁰⁰
Ea.

KEEP SPACE CLEAR WITH No Parking Signs

Why allow traffic to bar the entrance to your theatre? No need to tolerate blocked up unloading space for your patrons. No reason to "get by" with make-shift signs when you can avoid it with such small expense. Your patrons will not overlook your thoughtfulness in providing for their convenience. Others will respect your property rights. These Parking Signs are built entirely of steel with a heavy cast base. Most durable parking sign that can be had. Lettered in white on black background, so can be readily seen. Keep the space in front of your theatre free. Use "No Parking" Signs.

WE SUPPLY ALL KINDS OF OUT-DOOR AND INDOOR DIRECTIONAL SIGNS

Sunshine Chromium Floods

This floodlight was developed for use where space is limited and light weight essential. The projector case is made of heavy gauge aluminum, supported by a universal swivel crowfoot of cast aluminum. The reflector is the patented Sunshine arch-shaped parabolic ring construction, chromium plated on copper. The lens is heat resisting, 11 1/4 in. diameter, stippled diffusing, set in asbestos gaskets.

No. Ex-11 Sunshine Floodlight, equipped with 10 ft. flexible rubber cable with armored plug cap, complete... **\$27⁰⁰** Each



Height 15 1/2"
Diameter 12 1/4"
Depth 11 3/4"
Weight 7 3/4 lbs.

WRITE FOR PRICES ON OTHER FLOOD DEVICES

Sunshine Chromium Reflectors

Sunshine Chromium Reflectors are made of copper, chromium plated. They will neither crack nor break from intense heat. Sunshine Chromium Reflectors filter the yellow rays from the light of the lamp and reflect a whiter light, nearest to daylight, bringing out natural daylight colors. Long after other finishes have turned dark, Chromium retains its initial efficiency of reflectivity. It does not deteriorate, corrode, oxidize or tarnish. It is not affected by

atmosphere, salt air or industrial gases. Sunshine Chromium Reflectors are economical to buy, as the first cost is low. The first cost is the last cost, for they will last indefinitely, and require no replacement.

No. H-10 Sunshine Chromium Reflectors with adjustable swivel brackets; complete with screen holder and 4 color screens; 5-foot heater cord and separable plug. **\$10⁰⁰** Ea.



NATIONAL SUPPLIES EVERY NEED FOR
THE MODERN THEATRE FRONT —
IF YOU DON'T FIND IT LISTED,
WRITE — WE HAVE IT



THE NEWMANCO TICKET CHOPPER

Here is a ticket punching machine that looks like a million dollars in any lobby, and actually will stand up under the strain of continuous usage for a lifetime. Steel body, reinforced and beautified by cast corner ornaments. In finishes that cannot be scratched with ordinary usage. Aluminum trimmings, highly polished. Non-rusting needing no special attention. They also help make the machine light in weight. Full-length emergency door, with lock and key, exposes the ticket receptacle and mechanism simultaneously. (An exclusive feature.) Handles on two sides. Aluminum hopper minus square corners or angles, and highly polished to insure quick feeding of the tickets to the knives. (Another exclusive feature.) Iron-Clad Guarantee. You must be thoroughly satisfied that the Newmanco is exactly as represented. If not, we will make good. Every Newmanco mechanism is guaranteed. Regular Model—Choice of Mahogany or Verde (green) Antique. Price, f. o. b. factory—

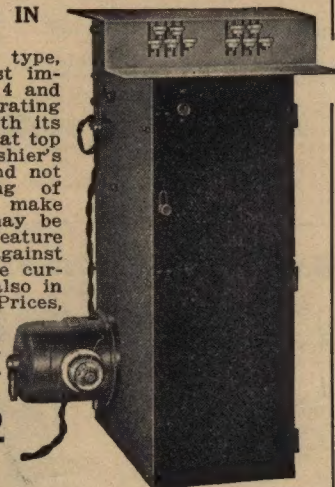
\$85⁰⁰

TICKET REGISTERS

IMPROVE THE SERVICE IN YOUR THEATRE

This is the new, closed-in type, drop-key model with all latest improvements. Made in 1, 2, 3, 4 and 5-unit capacities; each unit operating independently of the other with its own mechanism. Keys located at top of machine in line with cashier's vision, yet out of the way and not interfering with the loading of magazines. Open magazines make thread-up easier. All units may be locked and special locking feature insures utmost protection against issuing of tickets whether the current is on or off. Furnished also in raised-key type if desired. Prices, f. o. b. factory: Dropped-Key Type Ticket Register, enclosed steel cabinet models—Five-unit, \$475.00; four-unit, \$425.00; three-unit, \$350.00; two-unit, \$275.00; as illustrated—

\$275⁰⁰
EASY TIME PAYMENTS
MAY BE ARRANGED FOR



Make Quick Change Accurately

COINOMETER is guaranteed for 10 years and is backed by 28 years of manufacturing experience.

Price f. o. b. factory

\$125⁰⁰

Swift
Accurate
Safe

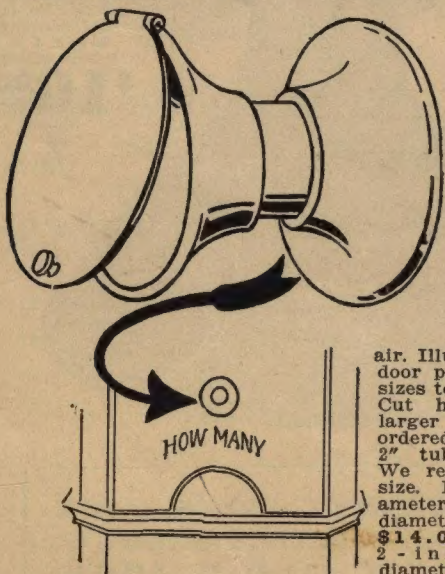
Right or left
cup and
spout as
ordered.

Latest Model
Keyboard—
Press Amount
of Sale



The Coinometer way is the only way. There are no delays—no errors—no disputes nor misunderstandings. Coinometer pays the change into a convenient cup at the customer's finger-tips. No fumbling of coins or scraping them from a flat surface or counter. Large fingers, delicate fingers, gloved fingers—they all scoop their change from the Coinometer cup with the same ease and grace. The cashier merely touches a key and in a split second the customer has the correct change and is happily on his way. Model "D" illustrated above actually calculates the customer's change. The cashier presses a key to correspond with the amount of the sale and Coinometer pays the difference direct to the customer. The keyboard illustrated above is popular in theatres. If keyboard is desired where cashier presses the amount she wishes to pay back, it can be supplied, at no extra cost. We can arrange keyboards to meet any change-making requirement.

A Cold-Weather Necessity



Nothing interferes with efficiency at the box-office more than the chilly air of winter. Relieve this condition by providing protection for your cashier and better service for your patrons.

This attractive brass speaking tube for ticket window, made of cast brass. Has door on inside mouth piece to keep out cold

air. Illustration shows this door partly open. Special sizes to order. Directions: Cut hole in glass $\frac{1}{4}$ " larger than size of tube ordered. For example, for 2" tube cut hole $2\frac{1}{4}$ " size. We recommend the $2\frac{1}{2}$ " size. Prices—3-inch diameter, \$17.50; $2\frac{1}{2}$ -inch diameter, \$14.00; 2-inch diameter, **\$10⁰⁰** Ea.

Adjustable Steel Chair for Cashiers and Operators

Construction: This adjustable stool is constructed entirely of steel except the beautiful hardwood seat. All joints are welded to stand hardest usage. Also made with steel seats if preferred. All steel parts are olive brown enamel finish. The seat is beautiful oak finish. Foot Rest is adjustable to provide absolute leg comfort. Back Rest is all steel. Flexible and adjustable or removable.

To raise the Stool to any height, simply step on the lower cross-bar and pull on seat to any desired height and sit on it. Simple, isn't it?

To lower, turn the stool over, resting the seat on floor, raise slightly on framework and then push down slowly. Stools with back rest: place seat on table, box or another stool.

The exclusive automatic locking feature built into the legs is indestructible, dependable and capable of holding a person of any size or weight. No bolts, no rivets, no springs, or anything to get out of order in many years of hard usage.

This beautiful steel chair is adjustable from 20 to 30 in. The foot rest is also adjustable. Saddle seat is solid quarter sawed oak. A chair that will last a lifetime.



No. 420-SBF

\$13²⁵
Ea.

IF WHAT YOU NEED ISN'T LISTED
HERE—WRITE THE NEAREST BRANCH

Signs and Supplies for Sign Upkeep

Crystalite Changeable Sign Letters

Crystalite Letters are blown, not pressed, and the blowing process insures a perfectly smooth and uniform surface, both inside and outside, with consequent greater degree of illumination. Pressed letters, with rough inside surfaces quickly accumulate and hold dust, which soon impairs their illuminative quality. Crystalite Raised Opal Glass Letters are produced with the finest chemicals and pure Belgian Sand—this means brighter illumination and better wearing quality. The oxidized metal frames for Crystalite Letters simplify the changing of the letters. The frames are durably constructed to stand most severe treatment.



PRICES—F. O. B. GLENDALE, CALIF.

For Copper Frames, add 33 1/3% to following prices.

	Complete with Oxidized Frames	Glass Only
12" Changeable Letters Complete, Each.....	\$1.90	\$1.10
12" Periods, Commas and Apostrophes, Each.....	1.00	.07
12" Quotation Marks (per set of two panels), Set.....	2.10	.28
12" Word Plate "IN" (6" wide letters), Each.....	1.80	.70
12" Word Plate "THE" (6" wide letters), Each.....	2.35	1.05
12" Word Plate "WITH" (6" wide letters), Each.....	2.90	1.40
We only supply 10" numerals mounted in 12" frames for 12" Changeable Letters, Each.....		
Blank Spacers, assorted widths \$0.90 per running ft.	1.90	.80
10" Changeable Letters and Numerals complete, Each.....	1.50	.80
10" Periods, Commas and Apostrophes, Each.....	.80	.06
10" Quotation Marks (per set of 2 panels), Set.....	1.70	.24
10" Word Plate "IN" (3" letters) complete, Each.....	1.45	.70
10" Word Plate "THE" (3" letters) complete, Each.....	1.70	.80
10" Word Plate "WITH" (3" letters) complete, Each.....	1.95	.90
Blank Spacers, assorted widths \$0.90 running ft.		
8" Changeable Letters and Numerals complete, Each.....	.85	.60
8" Periods, Commas, Quotation Marks, Word Plates and Spacers, same price as 6".		
6" Changeable Letters and Numerals complete, Each.....	.60	.35
6" Periods, Commas, Apostrophes complete, Each.....	.35	.05
6" Quotation Marks (per set of 2 panels), Set.....	.80	.20
6" Word Plate "IN" (3" letters) complete, Each.....	1.00	.70
6" Word Plate "THE" (3" letters) complete, Each.....	1.25	.80
6" Word Plate "WITH" (3" letters) complete, Each.....	1.50	.90
Spacers 2" wide, Each.....	.15	
Spacers 4" wide, Each.....	.20	
Spacers 6" wide, Each.....	.25	
Spacers 10" wide, Each.....	.35	
Characters ? — % \$ &.....	Same price as letters	

Admission Sign

This is the beautiful De Luxe Admission Sign, made of etched brass with black background, mounted on heavy mahogany finished board with beveled edge. It comes complete with chain to hang and ten price tags from 5c to 50c. This sign is extremely decorative. Each.....

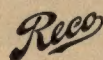
\$2.25



Reco Half Hoods

Used for channel letters and similar work where a reflection is necessary. Standard Colors—Ruby, Blue, Daylo Blue, Green, Amber, Canary and Opal.

No. SH 14.....	for S 14-10W Lamp, Each	\$0.20
No. AH17.....	for A17-15W Lamp, Each	.25
No. AH19.....	for A19-25W Lamp, Each	.35
No. AH21.....	for A21-40W 50W, 60W Lamps, Each	.45



Reco Full Hoods

Used on electric signs, canopy and marquee lighting, exits, elevator signals, etc., and in combination with hood holders. Standard Colors—Ruby, Blue, Daylo Blue, Green, Amber, Canary and Opal.



No. SF 14.....	for S 14-10W Lamp, Each	\$0.25
No. AF19.....	for A19-25W Lamp, Each	.40
No. AF21.....	for A21-40W 50W, 60W Lamps, Each	.50

National Exit Boxes

We show here the National Exit Box. It is constructed of the very best material, designed and put together in such a way that every box will wear for years. Comes complete with exit glass size 8x10—the word "Exit" being sandblasted into the glass; letters show white against a red background. Price, each.....

\$1.75



Don't Allow Patrons to Wander

DIRECT THEM



These directional signs are distinctive and different from any other sign. Their artistic appearance creates an impression of quality. They harmonize perfectly with their surroundings and direct your patrons to the proper locations of the various departments of your house. Metal frames are finished in two standard crystallized colors. Natural Bronze and Statuary Bronze. One style frame can be used for either double face projecting sign with bracket at end, or single face to fasten flat against wall with bracket at back. Standard Mazda lamp known as T8 is used but is not furnished with sign. Sign has glass size 6"x14", overall size 8"x16". Letters 1 1/2" high.

STANDARD INSCRIPTIONS: Women, Ladies, Ladies' Room, Ladies' Lounge, Men, Gentlemen, Men's Room, Men's Lounge, Smoking Room, Manager, Balcony, Check Room, Telephone, Telephones, Information, Silence, Silence Please, Aisle, Aisle 1, Aisle 2, Aisle 3, Aisle 4, Aisle 5.

SPECIAL INSCRIPTIONS: Special inscriptions of 1 or 2 lines of lettering, \$5.40 per glass extra. Send for complete circular on other styles and sizes.

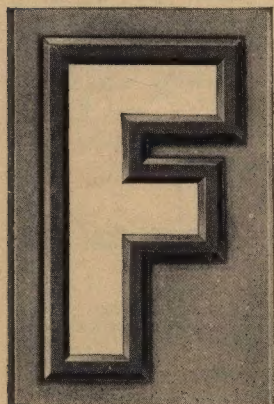
Double-faced Directional Signs with standard inscription, less lamp, each \$18.00. Single-faced Directional Signs with standard inscription, like illustrated (without lamp)....

\$15.75
Ea.

Cast Aluminum SIGN LETTERS

Highly attractive, indestructible letters for the sign or marquee. You can throw them on the sidewalk without damage. They pay for themselves in a short time by saving on replacement. Require no bracing and highly impervious to outdoor elements. Nothing adds more to the appeal of theatre advertising than an attractive well-kept sign. An adequate supply of letters is always advisable. We supply Cast Aluminum Letters unfinished or finished to your order at slight additional cost.

PRICES AND SIZES
ON REQUEST.



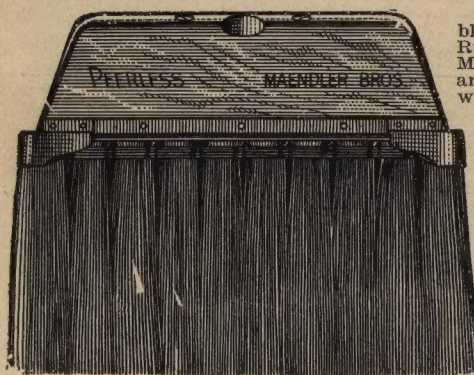
Advertising and Posting Accessories

A Perfect Posting Paste

Jellitac adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds. The quality you are most interested in when you buy paste is ADHESIVENESS. There is more adhesiveness in a pound of JELLITAC than in 1½ to 1½ pounds of most other pastes because: It will make more wet paste per pound of dry powder. It will never stain. It is unaffected by heat (sun) cold, (refrigerated cars) or moisture (rain or snow). Try it and satisfy yourself.



Popular Model Poster Brush



Warranted all black and grey Russian bristles. Made very strong and full. Copper wire fastened. Strong, light weight, maple blocks, reinforced with screws to prevent splitting. Galvanized iron protected corners. No. 20 Bill Poster Brush, 9 inches wide, 4 ¾ inches long, comprising 10 knots grey Russian

\$4.60

bristles, each

When ordering brush, state the handle hole wanted—whether straight bore or slanted. Bill Poster Brush Handles, each.....

\$1.00

USE TYPEWRITER MATS

for Announcement Slides

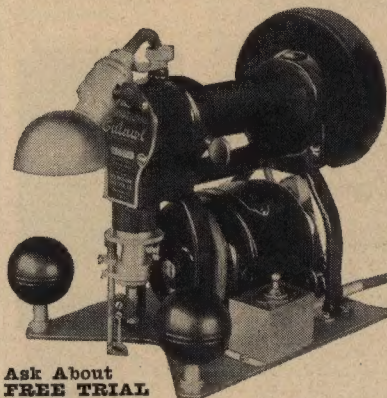


For making announcements and handling advertising, for dozens of uses that tend to increase patronage and good will, Typewriter Slides are the ideal medium—attractive, economical, time-saving. You can hit the mark! with Peerless Slides. You know your community as no outsider does. You know how to talk to your people. On Typewriter Slides your message and that of local advertisers is sure of a profitable response. Colors: Green, White, Amber. Per Box.....

\$1.50

This Device Pays for Itself

The Cutawl



Ask About
FREE TRIAL

For quick and accurate cutting, scenery, lobby displays, signs, screens, etc. Pays for itself in the work it does and the savings it makes possible. This easily operated, rapid cutting machine is now being used for cutout work in hundreds of theatres. It produces, quickly and accurately, lobby displays, scenery, screens, grille work, signs, stage settings and all other cutout work. It opens the door to opportunity for greater achievement and increased production—pays for itself in the saving in time and labor it effects. Provides two methods of cutting—with a chisel for soft materials, or with a saw for hard materials and is convertible for either use by the substitution of one blade for the other. It is powerful, having a 1/12 horse power universal motor to operate on either A.C. or D.C. from any 110 volt lighting circuit. It is portable, weighing only 13 pounds, and can be operated in any plane—horizontal, vertical or oblique. It slides over the work and is limited only by the length of the cord. When inverted in the saw table, which may be mounted flush in the work bench, the Cutawl answers all purposes of a band saw or jig saw, with this great advantage—the swiveling action of the saw makes it unnecessary to turn the work, so that a scroll or circular hole may be sawed in a sheet of material 3 feet wide by 8 feet long as easily as in a piece 1 foot square. Complete including 110-120 volt universal motor which operates from any lighting socket—(220 volt motor \$5.00 extra); f. o. b. Chicago

Carrying Case—\$5.00

New adjustable bevel cutter to cut any bevel between 45° and 65°. Fits all Model K-6 and K-7 Cutawls. Price \$12.50, f. o. b. Chicago.

\$135.00

Diamond Flasher Buttons

PROVIDE ACTION AT LOW COST

The exhibitor knows how much in actual profit it means to get immediate attention to his lighted displays in competition with the man next door or across the street. For lobby display, marquis and stage effects where you want money making and money saving economy in operation use Diamond Flasher Buttons. Slipped into any socket flashes the light. Their use decreases current consumption 35% and increases the life of the lamp. No motors to worry about. It is the only patented flasher button and guaranteed for 1000 hours steady burn-in. Price, each.....



60c

National Thumb Tacks



½ Inch

High-grade steel—needle pointed; nicked.

½", Per Box 100.....\$0.20
½", Per Carton 1,000.....1.50
¾", Per Box 100......25
¾", Per Carton 1,000.....2.00



¾ Inch

Magnetized Tack Hammers



Essential to efficient posting. Made of high grade material. Magnetic. Made in two sections. Price, each.....

\$4.50

HEAVY EMBOSSED LETTER DATERS



ATTRACTIVE — DURABLE — LEGIBLE

Already adopted as standard equipment by many of the leading theatres, Embossed Date Strips are now distributed by us. For Quality, Character and Appearance we strongly recommend them to all theatres. Made of highest quality Cardboard, beautifully embossed in rich color, Gothic letters, they enhance the facade of any theatre. 3x14 size in the following titles: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sun-Mon, Mon-Tues, Tues-Wed, Wed-Thurs, Thur-Fri, Fri-Sat, Sun-Mon-Tue, Mon-Tue-Wed, Thur-Fri-Sat, Coming, Double Feature Matinee Only, Next Week, Now Playing, Now Showing, Today, Tomorrow, Talkies, each..... **20¢**

3 x 14 CARDBOARD STRIPS

Can be furnished in the following words: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Today, Tomorrow, Coming, Tonight. Each, \$0.02; per hundred..... **\$1.50**

6 x 28 CARDBOARD STRIPS

These strips are printed on heavy enameled cardboard in two colors. Can be furnished in the following wordings: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Feature Tonight, Today, Tomorrow, Tonight, Coming, Matinee, Special Attraction, Special Feature Tomorrow, Special Feature Today, Matinee and Night. Per Hundred, assorted, if desired..... **\$4.00**

3 x 14 ALUMINUM STRIPS

A very high grade metal Date Strip, made in 3x14 size only. Furnished in the following words: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Today, Tomorrow, Coming. Price, each..... **35¢**

COVER GLASS

Cut the exact size for slide making. You slip your copy between the plates and bind the glass together. Per dozen..... **20¢**

SLIDE BINDING TAPE

Made of tough material, gummed, ready for binding cover glass together. Per bundle of 50..... **15¢**

Rosco Lamp Colorine (TRANSPARENT)

Clear, brilliant colors which give the effect of colored glass. Exact shades and tones for all Scenic, Display, Ornamental, Signal and Decorative lighting. Blend beautifully and contrast harmoniously. Of strong color projection and excellent color life. Dries in three minutes. Colors as follows: 120 Cardinal Rose; 122 Ruby Red; 125 Magenta; 132 Moonlight Blue; 133 Steel Blue; 135 Urban Blue; 142 Emerald Green; 150 Straw; 156 Golden Amber; 157 Sunset Gold; 162 Flesh Pink; 167 Dubarry Pink; 170 Purple; 186 Canary. Packed in bottles, pints, quarts and gallons. Dipping cup furnished with each order. Quart bottles, each **\$3.00**; pint bottles, each..... **\$1.60**



DAVIDS' SLIDE INK



An extra fine quality of slide ink that has been popular with projectionists for years, because it always gives finest results. The only ink that we have ever found to give entire satisfaction in the making of slides. It comes in six colors, Red, Blue, Green, White, Purple, Black. Per Bottle **\$0.25**.

Six Bottles 10¢..... **\$1.25**

VITAPHONE RECORD OR SLIDE PENCIL



Each..... **15¢**



Every department of your theatre should be clearly identified with neat, uniform signs. These attractive etched letter signs with borders of rich brass lustre or jet black background are just what you need. Celluloid lacquered to retain finish; easily cleaned with moist cloth. Following is the assortment of wordings:

Office
Toilet
Entrance
Check Room
Rest Room
Manager
Private
No Admittance

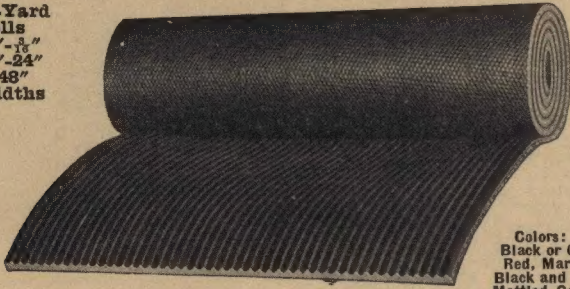
Ladies
Gentlemen
Full
Push
No Smoking
Keep Out
Public Phone

Brass Sign Plate, size 1½x7 inches with holes for attaching. Each..... **50¢**

Floor Coverings for Entrance—Lobby

Rub-Tex Corrugated Matting

50-Yard
Rolls
1/8"-3/8"
1/4"-24"
to 48"
Widths



Colors:
Black or Gray,
Red, Maroon,
Black and Gold
Mottled Colors.

A corrugated matting of standard design, but made of material especially compounded to insure the elasticity, resistance to abrasion and all the other qualities that make for long life and consistent service. Made with or without fabric insert. We recommend the fabric insert type to avoid possibility of tearing if matting will be subjected to frequent handling. Rub-Tex Corrugated Matting is not limited to black. It can be also furnished in solid gray, red, maroon; mottled effects of black with gold mottling, green with white mottling, green with black and white mottling and red with black and white mottling. It is made in thicknesses of 1/8", 1/4", 3/8"; rolls of 50 yards in length and standard widths of 24" to 48".

Prices f. o. b. Indianapolis, Ind.

CORRUGATED RUBBER MATTING WITH BURLAP INSERT IN BLACK OR GRAY

1/8"x48" per lineal yd.....	\$1.20	3/8"x27" per lineal yd.....	\$1.15
1/8"x45" per lineal yd.....	1.10	1/4"x24" per lineal yd.....	1.00
1/8"x36" per lineal yd.....	.88	1/4"x45" per lineal yd.....	2.75
1/8"x30" per lineal yd.....	.76	1/4"x36" per lineal yd.....	1.75
1/8"x27" per lineal yd.....	.68	1/4"x30" per lineal yd.....	1.60
1/8"x24" per lineal yd.....	.61	1/4"x27" per lineal yd.....	1.55
3/8"x48" per lineal yd.....	1.90	3/8"x45" per lineal yd.....	4.00
3/8"x45" per lineal yd.....	1.75	3/8"x36" per lineal yd.....	2.60
3/8"x36" per lineal yd.....	1.35	3/8"x30" per lineal yd.....	2.40
3/8"x30" per lineal yd.....	1.25	3/8"x27" per lineal yd.....	2.35

RED CORRUGATED MATTING, CLOTH INSERT

1/8"x36" per lineal yd.....	\$1.80	3/8"x48" per lineal yd.....	\$3.20
3/8"x36" per lineal yd.....	2.40	1/4"x36" per lineal yd.....	3.35

CORRUGATED MAROON MATTING, CLOTH INSERT

1/8"x36" per lineal yd.....	\$1.35
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MOTTLED CORRUGATED MATTING WITH CLOTH INSERT — BLACK WITH GOLD MOTTLING

1/8"x36" per lineal yd.....	\$1.55	1/4"x36" per lineal yd.....	\$3.00
3/8"x36" per lineal yd.....	2.35		

GREEN WITH WHITE MOTTLING, OR GREEN WITH BLACK AND WHITE MOTTLING

1/8"x36" per lineal yd.....	\$2.20	1/4"x36" per lineal yd.....	\$4.40
3/8"x36" per lineal yd.....	3.35		

RED WITH BLACK AND WHITE MOTTLING

1/8"x36" per lineal yd.....	\$2.10	1/4"x36" per lineal yd.....	\$4.20
3/8"x36" per lineal yd.....	3.00		

Rub-Tex Stair Treads



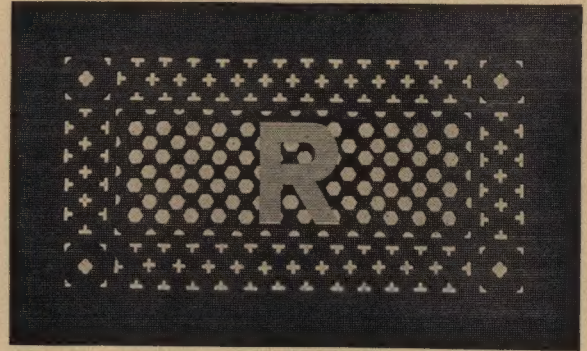
Have all the life, quality and character of Rub-Tex Rubber Carpet. Made in the same five color patterns as the carpet, also in plain black and maroon.

Special colors can be furnished on application. The nosing is moulded in the rubber tread, easily and snugly fitting over the edge of the stair step. Corrugated non-slip tread. Made in 9"x24" and 9"x36" sizes.

Prices, f. o. b. Indianapolis, Indiana.

9"x24" in plain colors,	ea.	\$0.50	9"x36" in plain colors,	ea.	\$0.70
9"x24" in mottled colors,	ea.55	9"x36" in mottled colors,	ea.75

Rub-Tex Perforated Rubber Mats



Pattern No. 1—Showing Inlaid Letter

Rub-Tex Corrugated and perforated Mats are practical, have originality, individuality and color. They are made in several stock sizes as listed below; also special sizes made to order to fit any space. They may be made an integral and harmonious part of the design of any lobby, foyer, entrance or hallway. Made not only in the conventional black, but in a suitable range of plain colors and checkerboard color combinations. Names, street numbers, trade-marks or other insignia can be moulded pleasingly into the mat itself to identify the institutions in which they are used. These mats are compounded and built by experts to stand the wear and tear of constant heavy traffic. They are a durable, non-slipping and attractive protection to carpets and other interior floorings against the dirt, slush, mud and grime of the street.

How to Order Rub-Tex Perforated Mats: Inasmuch as the majority of these mats are specially designed and individually made, it is necessary that orders for special sizes should give the following data: A sketch showing shape, dimensions, the style and design of any incorporated wording, numbers, etc., and any sides which should be beveled; instructions regarding thickness of mat and pattern of perforations desired. Color instructions, including if possible samples of colors to be matched and a sketch with dimensions showing how the various colors are to be applied in borders and body of checkerboard colored mats. Mats will always be furnished with corrugated non-slip upper surface unless otherwise specifically ordered.

Special Sizes: Made to order, with or without cloth insert. We suggest that unless you have some other preference that all special size mats be made with a cloth insert as the mat is less liable to tear.

Prices f. o. b. Indianapolis, Ind.

BLACK, CORRUGATED AND PERFORATED—STANDARD STOCK SIZES—3/4" PUNCH

18"x30"x3/4".....	\$1.20 each	20"x40"x1/4".....	\$2.75 each
18"x36"x3/4".....	1.50 each	3' x 5'x1/4".....	7.50 each
18"x30"x1/4".....	1.90 each	3' x 5'x3/8".....	10.00 each
18"x36"x1/4".....	2.20 each		

BLACK, CORRUGATED BUT NOT PERFORATED—SPECIAL SIZES TO ORDER

Black, Corrugated but not Perforated—Special Sizes to Order	
1/4" thick—per sq. ft.....	\$.50
1/2" thick—per sq. ft.....	.67
3/4" thick—per sq. ft.....	.90
1" thick—per sq. ft.....	1.05

CORRUGATED AND PERFORATED—SPECIAL SIZES TO ORDER

	Black	Red	White
1/4" thick—per sq. ft.....	\$0.60	\$0.90	\$1.00
1/2" thick—per sq. ft.....	.78	1.20	1.35
3/4" thick—per sq. ft.....	1.00	1.50	1.70
1" thick—per sq. ft.....	1.20	1.80	2.00

CORRUGATED AND PERFORATED—TWO-COLOR INLAID CHECKERBOARD MATS

1/4" thick—per sq. ft.....	\$1.10	1/4" thick—per sq. ft.....	\$1.85
1/2" thick—per sq. ft.....	1.50	1/2" thick—per sq. ft.....	2.25

BLOCK LETTERING IN RED, WHITE OR BLACK

	Prd.	Inld.
3, 4, or 5 in. Letters, each per letter or number	\$.30	\$.50
6, 7, or 8 in. Letters, each per letter or number	.45	.60
9, 10 or 12 in. Letters, each per letter or number	.60	.75

BLOCK LETTERING IN BLUE OR GREEN

	Pressed	Inlaid
Any size, each letter or number.....	\$2.25	\$4.50

SCRIPT OR SPECIAL DESIGN LETTERS

	Pressed	Inlaid
Any color, each letter or number.....	\$2.25	\$4.50

NOTE: Special insignia, monograms or emblems can be moulded into these mats, and prices on same will be given if we are furnished with a sketch of the design required.

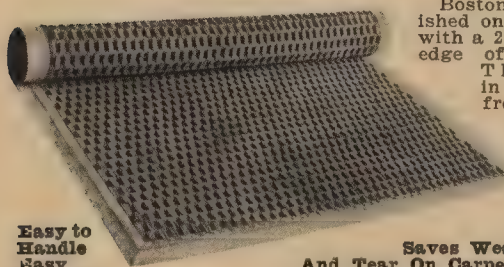
Rub-Tex Mottled Rubber Carpet



Rub - Tex Mottled smooth surface rubber carpet has life and variety. The colors are clear and bright; they will retain their attractive appearance indefinitely. The marbled mottling of these colors form a consistent pattern, uniform but not monotonous. The color combinations are designed to harmonize with various finishes of furniture and interior trim. Rub-Tex

Rubber Carpet is adaptable for many uses. Wherever conditions make the use of rubber floor covering desirable, and the older types of rubber flooring material are not suitable this rubber carpet will particularly fill the need. Where lights should be reflected it will fill a long felt want. It is made in rolls 15 yards in length, widths of 24" and 36", thicknesses of $\frac{1}{8}$ " and $\frac{1}{4}$ ". The lengths of rubber carpet can be inexpensively laid as a permanent flooring, or it will lie flat on the floor without fastening under most conditions. The tough durable new rubber compound of which it is made will be found to have all the qualities essential to long life even under conditions of severe service. The pattern is no surface application; it extends clear through the rubber, so that protracted wear will not impair the attractive appearance of the material. Made regularly in five color effects: Black with a rich veining of attractive red; Green and white; green with mottling of black, yellow and white; blue with enough red, yellow, and white to give texture and warmth; a sedate gray relieved by touches of brown, black and light blue, and a brown of general oaken tone with a brighter tracery of yellow, green and white. Made in 15 yard rolls—24" and 36" widths. Prices f. o. b. Indianapolis, $\frac{1}{8}$ " thickness, per sq. yd. \$2.45. $\frac{1}{4}$ " thickness, per sq. yd. \$3.25

Boston Rubber Fabric Link Mats

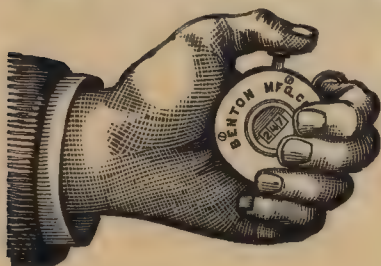


Easy to Handle
Easy to Clean

Saves Wear
And Tear On Carpets

Boston Mats are finished on all four sides with a 2-in. wide bevel edge of live rubber. This graduates in thickness from $\frac{1}{2}$ in. to $\frac{1}{4}$ in. and is mitred at the corners and securely joined with cement; they are then reinforced with brass fasteners riveted to the corner of the mat. The corners cannot pull apart in handling, rolling or cleaning. Boston Mats are made in many attractive patterns, in any combination of the following colors: Black, white, gray, brown, tan, blue, green and red. Special sizes of mats and runners made to order. WRITE FOR PRICES.

The Benton Tally Register



An indispensable little device needed frequently around the theatre. One should be kept on hand. Accurately designed to make correct count of people entering or leaving theatre, or any other place where a count is necessary. It is about the size of a watch. No. 0—1 to 1,000, \$4.00. No. 1—1 to 10,000 \$5.00

Veeder Hand Tally Counters

Great care has been taken in the construction of the Veeder-Root Hand Tally counter. Nothing has been overlooked to make it the best instrument of its kind possible to build. Being made of brass, nickel silver and Veeder Metal without any steel parts, it cannot rust. The brass case is finished in the very distinctive black shriveled effect. The figures are marked in black contrasting with the silver-like Veeder metal background. There are four of these figure wheels which permit the counter to add up to 10,000 and then repeat. A reset knob at the right brings the figures to all zeroes from any number by one complete turn. These counters are made to last for years if not abused. They are guaranteed for one year by the manufacturers. Price \$5.00



Safe With Revolving Door Chest

CUTS BURGLARY INSURANCE 10%



No. 600 Chest
No. 2015 Safe

A Chest Built upon New Basic Principles; a burglary chest, the door of which revolves into the open position. This eliminates the hinges found on other safes and chests. The operation of the door is simple and positive; there is nothing to get out of adjustment. It is obvious that this door cannot get in the way, as is often the case with the swinging door, particularly when the chest is installed in cramped quarters. The Revolving Door Chest can be built into a wall or installed in a safe or concrete block. The body of the York Revolving Door Chest is a single steel casting. The door is a single steel casting, and is locked by massive lugs which interlock with corresponding lugs on the body of the chest. The door and body are ground to a perfect fit, giving metal to metal contact to exclude liquid explosives. The bolt work prevents the rotation of the door—the actual locking being done by the lugs. The face of the York Revolving Door Chest is finished in polished steel, making it a very beautiful product. The illustration shows the chest as it appears with the dial in place. The dial can be taken off every night, or, in case it is broken during a burglar attack, an auxiliary dial can be used to open the chest. The handles are all that a burglar can attack on the face of the chest and they are not needed to rotate the door. When it is desirable to give an unusual degree of protection from fire to the contents of the chest, it can be built into a York safe, as shown in the illustration above. The chest is built into the safe in such a manner that it would be impossible for a burglar to remove it without destroying the safe. The space above the chest may be used for books and other valuable papers. In case more room is needed for records, the chest can be installed in a larger York safe. Height of space above the chest, 5 inches. ASK FOR FULL DETAILS, SPECIFICATIONS, DIMENSIONS, PRICES.

THEATRE RECORD BOOK



THE EXHIBITOR'S FRIEND

Every theatre, large or small cannot well afford to get along without this inexpensive record system. It pays for itself many times over every year in saving of time alone. A nicely bound book of 60 pages. A simple and efficient bookkeeping system for the theatre. A week's record on the page, receipts, expenses, etc., on one side, a film record on the other. Imitation leather cover, cloth binding and corners. Size of book, 8 $\frac{1}{4}$ x 10 $\frac{1}{2}$ inches. Each \$1.25

Keep Your House Cool, Comfortable

**In Summer or Winter
Ventilate Your Theatre and
Increase Its Patronage**



THE
NATIONAL

"Sirocco"
TRADE MARK

**MADE
IN THREE
SIZES FOR
PERFECT SILENT
VENTILATION**

Durable—because it is constructed entirely of steel. Quiet—because the Sirocco Fan operates at a lower speed than any other fan. Efficient—because in its design are incorporated the refinements developed in the 48 years of experience in air handling equipment by American Blower Engineers and Aerologists. Housing is double width, double inlet, full housed type built of blue annealed leveled steel sheets, and reinforced with heavy structural steel angles. The scroll sheet is secured to the side plates by means of a special air tight, double lapped, beaded joint. The double width, double inlet Sirocco wheel is constructed with 60 die formed, curved blades securely riveted to the rims. Ball bearings are used to minimize friction. These bearings are especially designed to withstand end thrust as well as the radial load, and are of the highest grade precision type. Shaft is solid steel, and is extended beyond both bearings on each side of fan to receive pulleys. The outlet is of steel (non breakable), and is properly drilled for connection bolts. Inlets of stream line design are provided to effect an easy entrance of air into fan. This illustrates only one of the many refinements of design on this fan.

National Sirocco Fans are produced in a range of sizes to efficiently cool and ventilate theatres of large, medium and small seating capacity. **WRITE FOR COMPLETE DETAILS, PRICES AND TERMS ON ALL SIZES.**

Our Ventilating Experts are Always Ready to Assist You in the Solution of Your Air Conditioning Problems. Consult Your Nearest National Branch.

A Complete, Compact, Economical Theatre Air-Washing Machine

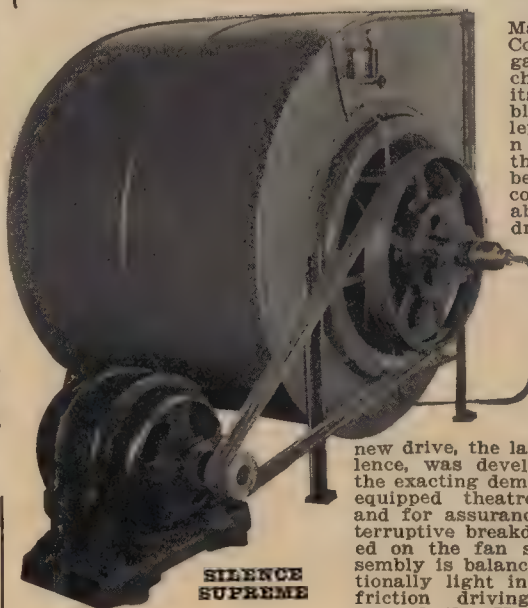
You can now transform your theatre into a cool, comfortable and healthful place of amusement, and keep it that way. You can make the atmosphere in your theatre as refreshing as the cool breeze from the ocean. And don't think your patrons won't know it. You'll hear the comments the first night. "My, but it's comfortable."



"I hate to go out in the heat." "Some difference now in the air." "Feels like a spring day just after the rain." It's the washing, humidifying and refreshing of the air by the Sirocco Air Washer plus the splendid circulation of it by the Sirocco Fan that makes the difference. There is no excessive heat, no odors, no dust nor dirt, no "mucky" atmosphere (caused by too much moisture) that leaves a depressing feeling. Just plain comfort that can only come from properly designed, correctly manufactured and dependable operating equipment such as the Sirocco Air Washer and Sirocco Fan. The Sirocco Air Washer for theatres and Theatre Fan can be installed in any theatre, new or old, large or small, in a remarkably short time. No costly alterations are required. Both the Sirocco Air Washer and Theatre Fan are made by the American Blower Corporation, for over 49 years a maker of quality products and a leader in the scientific design and manufacture of air handling equipment—electric ventilating and air washing.

Complete engineering data and prices will be given gladly on request. Ask any National salesman or write for details.

HYDRAULIC CONTROLLED VARIABLE SPEED DRIVE



The Horton Manufacturing Company, who gave to the mechanical field its first variable speed pulley mechanism, now presents the first multi-belt hydraulic controlled variable speed drive, which at

the option of the user, may be manually controlled or locked and fixedly converted into a constant speed tight pulley drive. The

new drive, the last word in silence, was developed to meet the exacting demands of sound equipped theatres for quiet and for assurance against interruptive breakdowns. Mounted on the fan shaft, the assembly is balanced and exceptionally light in weight. The friction driving connections are of the Horton specially treated type which during years in world-wide service have earned an enviable reputation for long life while operating under heavy slippage. Measured in terms of endurance in the service used, they

**SILENCE
SUPREME**

are superior to anything known to mechanical science. Speed changes can be instantly effected by operating the distantly located oil control which forces oil to or withdraws it from a sturdy oil piston on hub through which power is applied to or diverted from the driving connections. The blower speed increases or decreases in exact sympathy with the amount of pressure exerted or withdrawn as registered on a pressure gauge attached to the oil control. The free use of compound leverages materially reduces the amount of hydraulic pressure required and thereby greatly reduces possibility of line leak. The dual drive gives to the theatre owner the assurance which he has long wanted against utter helplessness in the event of damage to hydraulic control or the variable speed mechanism controlling the blower. If anything goes wrong with the drive or the control, merely hand move the shifting collar to give any speed wanted and fasten it to the shaft by drawing down only one set screw in collar—repeat when a different speed is wanted; or to convert into a constant speed tight pulley drive, back up the 4 driving connection set screws, remove springs, press shifting collar against hub, re-tighten the set screws and draw one only set screw, in shifting collar tight on to the shaft. With the collar against the hub and set screws re-tightened the drive can be operated indefinitely at constant speed while repairs are being made. No other drives embody similar protection. Aside from giving easy starting and full control over air volume, the saving in power cost when operating at reduced speeds quickly liquidates the initial cost and constitutes the equivalent of a substantial monthly income on the investment. In the end the drive costs nothing.

Type "F" Horton Hydraulic Controlled Multi-Belt Variable Speed Drive complete for operation on Sirocco No. 100 or similar type theatre fan using 3 h. p. motor, price f. o. b. Minneapolis.....

PRICES OTHER SIZES ON REQUEST

\$157⁵⁰

Copper tubing for remote hydraulic oil control extra at 14c per foot.

WE HAVE A HORTON DRIVE FOR EVERY REQUIREMENT—WRITE OR ASK THE NATIONAL SALESMAN FOR DETAILS AND PRICES.

Liberty Junior No. 15 Music Stand

Especially adapted for use where a small, low type is needed; it has a circular base 8 in. in diameter; new style triangular designed to confine the light exactly where wanted is supplied at moderate additional cost. The standard height of the music rack at the ledge is 14 in., and is adjustable up to 24 in.; the rack is 20 in. wide; the ledge is 3 1/4 in. deep, providing ample room for a quantity of music on the rack. No. 15A with triangular lamp shade, \$9.00; No. 15A without lamp shade, as illustrated.....

\$5⁰⁰ each



Telechron Time for Accuracy



Modern theatre operation, with its 20th century speed and action, demands accuracy and dependability of time. Natural enough, therefore, that Telechrons are selected as timekeepers for theatres, both large and small. In the Telechron, a tiny, silent electric motor replaces springs and escapements and thereby eliminates all winding, regulating, oiling and cleaning. It simply plugs into an electric outlet and assures Observatory time with an accuracy and dependability which ordinary clocks cannot even approach. Electric time regulation not only affords an added attractive service for your patrons, but increases the efficiency

of your operating staff. Correct synchronization of time is now imperative in the sound-equipped theatre. This attractive square wood-case surface Telechron No. 908 as illustrated, in beautiful oak finish, 11 inches square, 8 inch dial with sweep second hand, only.....

\$18⁰⁰

Ask the National salesman for prices on other models of Telechrons—there are many to select from at varied prices.

MODERN THEATRE SEATING

From elaborate period designs to the inexpensive veneer chairs, National can supply every seating requirement with a careful regard for the acoustics as well as artistic value

of graceful proportions and pleasing decorations. Moreover the beauty of the design is made practical and enduring through careful attention to construction. The standards of unbreak-

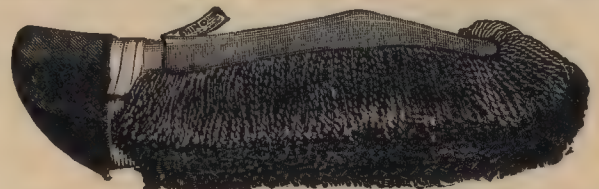


Popular Model No. 6932

able Bessemer steel or beautifully molded semi-steel are finished with a rich, smooth enamel. Black is the standard color, but gray, green, brown or maroon are also obtainable. Wooden construction is of 5 to 7 laminations of fine veneer; practically any finish is obtainable, but if none is specified, birch mahogany will be furnished. Upholstered models offer a wide choice of attractive fabrics—velours, tapestries, plush and real or imitation leather in an endless variety of color combinations. Arm rests and chair backs are correctly designed to provide proper support and restful comfort, and the trouble-proof ball and socket hinges operate smoothly and wear forever. Chairs are from 18 to 22 inches wide and are usually installed 28 to 32 inches from back to back. All installation problems will be carefully worked out without charge by our seating specialists. If you contemplate reseating—communicate with YOUR NEAREST BRANCH who will advise you correctly without obligation. A full line of beautiful samples are on display at all National Stores.

Write for Complete Seating Catalog

SHINO MITTEN DUSTERS



Made of soft, fluffy yarn—chemically prepared to absorb the dust and polish the surface. No danger of scratching. Fine for piano, organ or the opera chairs. Fits on the hand like a glove. A necessity in every theatre. Each.....

50c

Aislelites

The "Aislelite" is made of strong metal finished on the outside in any finish desired. The inside enameled pure white for greatest reflection. Porcelain receptacle for 10-watt, 8-14 sign lamp.

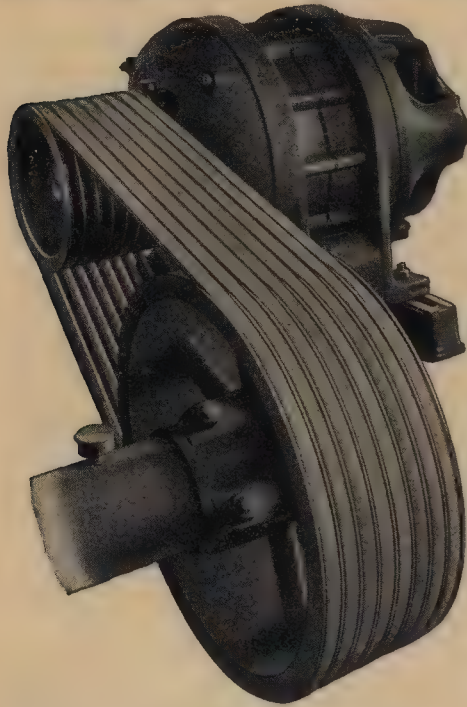
The glass window is made of double strength corrugated diffusing glass, fixed so that no dust can accumulate inside of the Aislelite. Guaranteed as to workmanship and material. Nothing to get out of order. Nothing to be repaired. Price each



\$4⁰⁰

SPECIAL DISCOUNTS FOR QUANTITY LOTS

Tex-Rope Drives for Fans



The Texrope Drive consists simply of driving and driven sheaves grooved for two or more belts of trapezoidal cross-section. The power is transmitted by the wedging contact between these Texrope belts and the V-shaped grooves. **Advantages:** Positive yet flexible. Permits close coupling of driving and driven shafts. Smooth-starting — shock-absorbing. Requires no lubrication and little attention. Silent always. Multiple belts of high overload capacity insure continuity of operation if one or two fail. Operates well in dusty or moist locations. Economical. Ex-

tensive tests prove high efficiency. Pressure on bearings is unusually low. Reverses as easily as an induction motor. Operates in any position. Slight adjustment takes up stretch.

STOCK, STANDARD AND SPECIAL RATINGS:

Stock Drives: For immediate shipment, can be readily selected and ordered from the **Tex-Book** (general catalog and price book) which lists all popular motor ratings from 2 H. P. to 100 H. P. There are 64 to 83 different ratios for each rating so that practically any speed reduction or increase can be had within the range of 1:1 to 7:1 ratios. The large number of ratings available from stock were made possible by adopting a series of motor sheaves having pitch diameters with close increments. These motor sheaves are used in connection with driven sheaves having larger pitch diameter increments, making it possible to use any one of the standard motor sheaves in connection with one of the driven sheaves, thereby reducing the number of sheaves to make up a great variety of ratios. These sheaves have varying numbers of grooves to suit various horsepower ratings. Any standard shaft diameter can be accommodated by using stock bushings which can be readily inserted or removed if necessary. These are securely held in position making almost an integral part of the sheave or pulley.

Standard Drives: Not in stock, are listed in the **Tex-Book Catalog** from 50 H. P. to 300 H. P. in all popular motor ratings. These command early shipment since patterns are on hand and standard drawings are already complete.

Special Drives: Include large or special ratings and drives to suit special conditions.

There is a Tex-Rope Drive to meet every need or condition. Ask the National Salesman for information and prices.

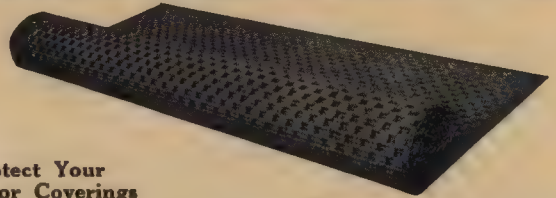


Makes Loose Chairs Solid

FIRMSTONE is a quick-setting, chemically prepared cement, which, after being melted and poured into the hole around the inverted bolt, will set within ten minutes to a strength and hardness that will solve your loose chair problems. Expansion shells crumble the concrete and enlarge the hole. New concrete will not adhere to old concrete. So it is useless to try to fill the holes or patch the concrete. It is a simple task for any one to use FIRMSTONE. Just take out the old metal fastening and place a bolt in the hole upside down. Pour the melted FIRMSTONE into the hole around the bolt. Allow ten minutes for the material to set, tighten the nut on the bolt and your chairs will be as firm as the day they were installed. FIRMSTONE is sold in twelve-pound containers which also includes a small portable stove, a can of heat and full directions for its use. Price, 12-pound container.

\$7.50
Ea.

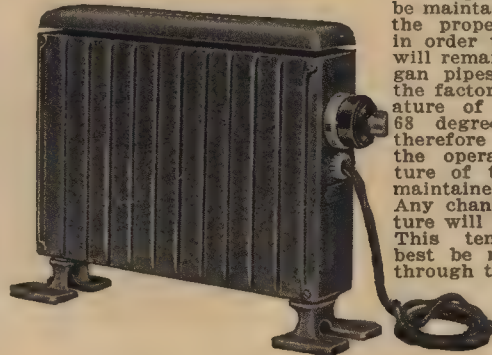
Page Belting Leather Mats



Protect Your Floor Coverings

Page Mats give a safe, clean, noiseless, comfortable walking surface for all seasons of the year. They are made from belting leather—the strongest, toughest leather known. It is far superior to sole leather for this purpose. Made in convenient sections to fit the space. They always lie flat. Never curl or wrinkle and always keep their shape. No section need be too heavy for easy handling when rolled up and occupies small storage space. Page Mats solve the problem for heavy traffic and protection against unsightly floors in wet weather. They do not get slippery like a metal or rubber mat. Even on snowy days the leather presents a sure-footed walking surface. In damp or rainy weather slipping is absolutely prevented as the shoe strikes against the edge of leather. No curled up corners to cause tripping. Dust and dirt does not stay on the surface of the Page Belting Leather Mats. It sifts through the mat to the floor where it is easily brushed up when the mat is rolled up. Beating and shaking are unnecessary because the leather never absorbs any of the dust and dirt. Walking does not disintegrate the fiber that is so frequently seen in jute or straw mats. A Page Runner can be rolled up with the foot. Page Mats dry very quickly, and do not discolor any kind of floor. They are in keeping with the costly and gorgeous materials which are used to beautify entrances and lobbies of modern theatres. **Write for Prices.**

Prometheus Organ Loft Heater



An organ chamber must be maintained at exactly the proper temperature in order that the organ will remain in tune. Organ pipes are tuned at the factory at a temperature of approximately 68 degrees, and it is therefore essential that the operating temperature of these pipes be maintained at that point. Any change in temperature will affect the pitch. This temperature can best be maintained through the use of electric heat. The temperature can then be controlled at a set point by using a

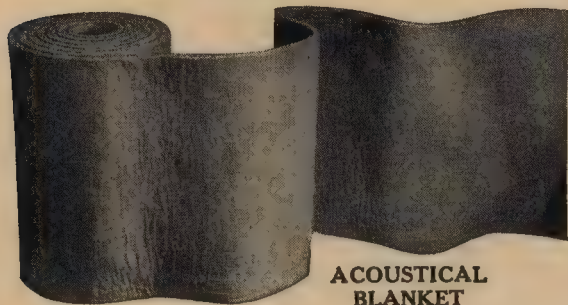
thermostat. This arrangement will maintain the proper temperature without any attention, as the heaters will be shut off automatically as soon as this temperature is reached, thereby effecting a large economy in current consumption. There will be no danger from overheating which is just as detrimental to the organ as chilling. The Prometheus Heavy Duty Heater is made of cast iron throughout, in aluminum finish. Possibility of mechanical damage is eliminated due to the substantial and durable construction of the heater. The main consideration in its design has been continuous operation without the necessity of frequent inspection. The particular feature of note in connection with the Prometheus Heater is the fact that no part of the heater heats to a red temperature. This insures that the air will not be dried out and that glue joints in the wood-work will not open. More important still is the fact that this construction eliminates the fire hazard, which is always present if a red hot element is used. The life of the heating element is greatly increased because of the low temperature at which it operates. The Prometheus heater warms a large volume of air at the floor level, increasing its natural circulation, and maintaining an even temperature throughout the loft. The Prometheus heater takes very little space and may be set directly on the floor. It measures 14 1/4" long, 15" high and 4" deep. It is equipped with a three heat switch for manual operation. Complete directions are enclosed with each heater so that the installation is remarkably simple, and can be readily made. All connections are clearly indicated.

PRICES

No. 331—1000 watt heater only—equipped with 3 heat switch	\$40.00
No. 332—2000 watt heater only—equipped with 3 heat switch	50.00
No. 335—5000 watt heater only—equipped with 3 heat switch	90.00

Big Helps to Better Sound Houses

Balsam-Wool to Correct Faulty Sound Conditions



ACOUSTICAL
BLANKET

Balsam-Wool Acoustical Blanket is being used by motion picture theaters everywhere to correct acoustics for the use of talkies. It provides an inexpensive, easy way to insure good results and maintain capacity audiences. In most cases it is wise to employ an acoustical engineer. But the cost is sometimes prohibitive and satisfactory results can be obtained if instructions we supply are followed. Figures furnished by the U. S. Bureau of Standards show a very high coefficient of sound absorption of Balsam-Wool Acoustical Blanket tested by the reverberation method. Balsam-Wool Acoustical Blanket is the most efficient commercial sound absorbent for use in motion picture theaters. It is fire-safe, sanitary, vermin-proof and durable. Following prices are f. o. b. cars at delivery point. Where shipments are made by express, allowance for freight will apply. **NO ORDERS ACCEPTED FOR LESS QUANTITY THAN FULL ROLLS.**

One-inch thickness, 125 square feet to roll, 34-inch width, per 1000 square feet

\$115.00

One-half inch thickness, 250 square yards to the roll, 34-inch width, per 1000 sq. ft.

\$85.00

NATHCO AUDITEC for Acoustical Correction

In addition to its superior acoustical properties, Nathco Auditec bears the exclusive distinction of being available in six attractive solid colors—green, sand, red, gold, magenta and old rose. It is also furnished in panels with beautiful stencil designs in combination of four colors to match carpets, draperies and other decorations of the theatre. It is at this time the only high grade, low cost material that combines the best in acoustical absorption with attractive decorative effect. Its price is within the means of every theatre, large or small. Nathco Auditec is furnished in the following widths: 25", 34", 69" and 105". The 25" and 34" are put up in 25-yard rolls, the 69" and 105" in 15-yard rolls. Nathco Auditec is fire-proofed and will pass the most rigid fire tests. Furnished in special Nathco exclusive design, stenciled panels at following prices: f. o. b. Milwaukee, Wis.

Design No. 5—four-color pattern with natural sand background and solid color border, per square foot **15c**

Design No. 100—four-color center design on natural sand background with colored border, per square foot **20c**

Design No. 102—four-color center design with colored background, per square foot **20c**

Design No. 201—four-color center design with four-color border and colored background, per square foot **25c**

Design No. 304—four-color modernistic all-over design with solid color border, per square foot **30c**

PRICES PLAIN MATERIAL IN BULK ROLL LOTS

Natural sand color, per square foot **10c**

Other standard colors, per square foot **12c**

PRICES PLAIN MATERIAL IN PANELS, CUT TO SIZE

Natural sand color, per square foot **12c**

Other standard colors, per square foot **14c**

Gilded mouldings for panels, per running foot **10c**
Unfinished moulding for panels, per running foot **5c**

Sure-Fit Slip-On Seat Covers

Your theater equipped with Sure-Fit Slip Covers takes on that cool, comfortable appearance that attracts people and makes them regular patrons. They improve acoustic qualities of your theater, largely eliminating rumbling echoes and prevent seats acting as sounding boards. The clean, sanitary feel of Sure-Fit Slip Covers instantly adjusts patrons to a gala mood that contributes the maximum enjoyment from your entertainment. You can have Sure-Fit Slip Covers in a variety of color combinations and patterns to harmonize with your theater decorations. They make the house impressively attractive to your patrons. Sure-Fit Slip Covers protect expensive upholstery during hot summer weather and prevent patrons' clothes from becoming soiled and sticking to the seats. Bright, attractive colors—that clean, sanitary feel—and what is even more important, the elimination of echoing and rumbling—Sure-Fit Slip Covers supply all of these and make your theater the one to hang out the S. R. O. sign most often. Every theater owner knows that the advent of talking pictures raised a serious problem in acoustics. Echoing and rumbling made "talkies" less satisfactory in many theaters, because the backs of seats set up a reverberation of sound waves. Thorough investigation and experiment showed that Sure-Fit Slip Covers prevent seats from acting as sounding boards, eliminating this reverberation to a remarkable degree. When you consider the attractiveness and the clean, cool, sanitary effect of freshly laundered seat covers—and they launder easily—you will appreciate the tremendous drawing card Sure-Fit Seat Covers can be for your theater. Finest "A" Quality washable, sun and tub proof fabric, made-to-measure, at following low prices—

Lots of 500 sets (seat and back), per set **\$1.00;**
lots of 1000 sets, per set **96c**



NATHCO CARPET SERVICE

Any provision for better sound distribution must take into account the necessity for sound resisting carpeting of floors and aisles. So good carpets, too, have added another utilitarian need to their obvious appeal of luxury and beauty. Nathco carpets are through and through theatre carpets—in

exclusive design, durability and original economy. A wide variety of colors and patterns, in several different qualities, are constantly kept in stock at central warehouses for immediate delivery to any theatre. . . A time and money saving service that the exhibitor appreciates as being obtainable nowhere else. Carpeting with true economy depends to a great extent on skillful installation. Aisles, sloping floors, balcony contours and irregularities present special problems that only carpeting experts familiar with theatre needs can solve without actual wastes that are always unnecessary and frequently excessive. Every National carpeting job is supervised by an installation expert. . . Another big reason why National is your logical purchasing source. GET A NATIONAL ESTIMATE BEFORE YOU BUY THEATRE CARPET.



A Clean Theatre Invites More Profit

Ash-Away Smoke Stands

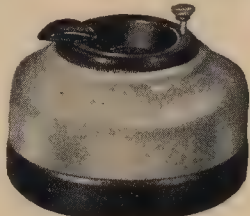


The Ash-Away permits one patron to smoke without giving offense to others. Self-cleaning, odorless and sanitary. Ashes, stubs, matches vanish through a tiny trap door at a touch of the button. A new desk model with non-staining porcelain enamel tray makes its bow this season. The many new models and colors will go with every plan of decoration. Needed in every theatre rest room.

No. 20. Empire Model. The finest of all Ash-Aways. A plated silver toned, rustproof Cadmium finish, with weighted base and fluted column. Easily carried about, yet difficult to upset. Weighs 10 pounds packed, stands 24 inches high. Price, f. o. b. factory **\$7.50** Ea.

HOUDINI Desk Model

A suggestion for "Gift Night" prizes. Finished in non-staining, unburnable porcelain enamel. The base unscrews for emptying.



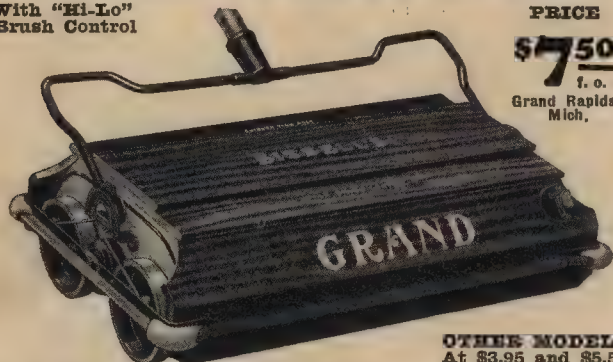
Many Other Models to select from—Ask for Circular

apple green and black, Alice blue and black, peach and black, orchid and black, gold bronze and black. Per dozen.....

\$9.00

A "Grand" Theatre Sweeper

With "Hi-Lo" Brush Control



PRICE

\$7.50 f. o. b. Grand Rapids, Mich.

OTHER MODELS At \$3.95 and \$5.50

The "Grand" has 20% greater sweeping capacity than the regular size, being 2 inches longer or 17 inches over-all, and built heavier to stand hard service—a decided increase in structural strength has been added recently. Case of Seal Brown Birch Veneer. Japanned fittings. "Cyco" Ball Bearings, "Hi-Lo" Brush Control, Rubber Corner Cushions and best quality brush. Both pans dump at one time. Net weight with handle about 7½ pounds.



An Efficient Metal Polish

Kwik Metal Polish is a very effective metal polish which is especially desirable for use in theatres inasmuch as it is not inflammable and there is no danger of fire through combustion of polishing rags. This polish is a heavy cream polish and does not settle or require continuous shaking. On account of its make-up, it is very economical, as one gallon of Kwik will do as much work as several gallons of benzine polish. Put up in one-gallon cans.

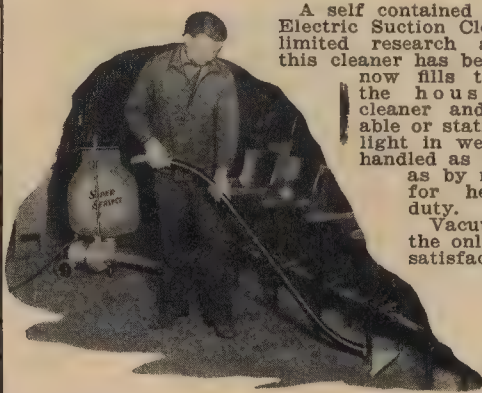
Per gallon.....

\$2.00

National Stores Supply Every Need for Sanitation in the Theatre.

KEEP YOUR HOUSE INVITING WITH

A National Super-Service Cleaner



A self contained portable type of Electric Suction Cleaner. After unlimited research and experiments this cleaner has been perfected and now fills the gap between the household vacuum cleaner and the semi-portable or stationary type; it is light in weight and can be handled as easily by women as by men and is built for heavy continuous duty.

Vacuum cleaning is the only practicable and satisfactory way of cleaning. It goes far beyond all other methods of cleaning and is more sanitary.

BIG VALUE AT THESE PRICES:

The "Standard" Equipment carries smaller sized equipment more adaptable for lighter work. Price, f. o. b. Toledo, Ohio.....

\$160.00

The "Heavy Duty" Equipment carries a heavier and larger equipment for rougher work where speed is essential. The motors on both types are the same. Price, f. o. b. Toledo, Ohio.....

\$180.00

Included with each unit: Fifty feet strong rubber covered extension cord sufficient to cover area of 100 feet from any outlet; floor tool, 12 in., with renewable shoes; carpet tool, 9 in.; wall brush, fits on hose or on long tube handle; flexible hose 1½ in. x 9 ft.; tube handle, double bend, 1½ in. x 52 in.; short tube, 1½ in. x 5 in., to attach any tool to the hose; 2 bags, need not stop cleaning to empty one bag.

A Handy Midget Cleaner



Presto Jr. to clean the theatre seats and furniture cannot be beat, especially for the upholstery. It enables you to remove every particle of dust and embedded grit. It brings its power brush right to the job, as no "attachments" can. It is conveniently carried and used in close quarters. Does a thorough cleaning, quickly and easily. By the ordinary way of cleaning without Presto Jr. it is impossible to get all the dirt and dust out of the fabric. Theatre owners will find the endless labor of interior cleaning eliminated when using this inexpensive, handy, little midget cleaner.

Presto Jr. Electric Vacuum Cleaner; 110 volt Universal D.C. or A.C. Motor, 25 to 60 cycles; weighs only 3½ lbs., 12 inches long; finished in red crackle lacquer; equipped with 15 feet heavy insulated cord and plug. Price complete.....

\$19.75

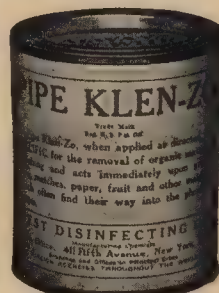
DRAIN PIPE CLEANER

Pipe Klen-zo is a very effective product for removing organic matter from drain pipes. It comes packed 2 dozen cans to the case and every theatre should have a case of this on hand for emergencies. The occasional use of it in lavatories, sinks, etc., to keep the pipes clean will oftentimes prevent stoppages. Packed in 1-pound cans. Price per case of 1 dozen cans, \$5.00; per can.....

45c

Bowl Clean—a liquid preparation for cleaning organic stains, discolorations from porcelain only. Put up in 1-gallon glass jugs; per gallon.....

\$2.50



First Aid

A SPECIALLY MADE KIT FOR THEATRES

The Legal First Aid Cabinet meets essential requirements of every state with regulations relative to First Aid equipment for commercial use. It is also used in large theatres and for general protection in places of public entertainment. Contains over 60 articles covering practically every emergency need, all contained in a metal cabinet, 14 1/2" x 18" with straps for wall hanging.

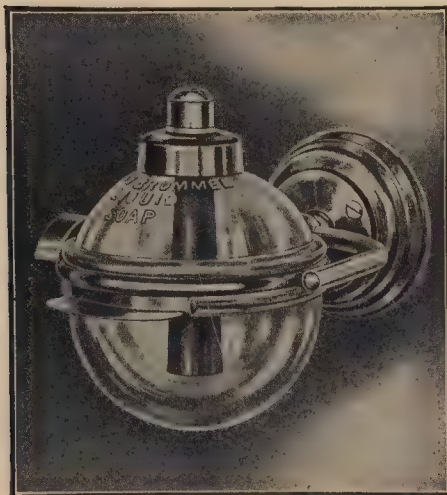
LEGAL
No. 8
KIT

\$15⁰⁰
Ea.



Superior Quality Liquid Soap and Soap Dispensers

Even more important than the proper dispensing of liquid soap is the quality of the soap itself. We highly recommend the present uniformly high quality of our standardized brands of liquid soap. This soap is made of pure vegetable oils under the constant surveillance of experienced men, and the finished produce is tested, aged, treated and retested before it is allowed to leave the factory. The process of manufacture is one of the main features which makes it uniform in grade and superior in quality. Supplied in 55-gallon drums at \$1.15 per gallon; 35-gallon drums at \$1.35 per gallon; 18-gallon drums at \$1.50 per gallon; 5-gallon cans at \$1.65 per gallon, and 1-gallon cans at \$1.80 Each



The No. 1 Tilting Soap Dispenser is illustrated. It is a very popular dispenser for use in the average theatre wash room. Other models are also available for those who prefer individual dispensers. They are strong, substantial and good looking fixtures with a strong plunger to prevent waste. Nos. 1, 2, 3, 51 or 50 Tilting Soap Dispensers,

\$4⁷⁵
Each

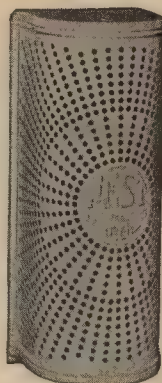
Myritol Drip Fluid

The first step toward toilet room sanitation is the prevention of nauseating and offensive odors. These cannot be overcome by ordinary cleaning methods. Myritol Fluid and Automatic Drip Machines provide a simple, economical and effective method of combating toilet room odors. West Myritol Fluid, with which the Automatic Drip Machines are filled, are uniformly discharged drop by drop into the bowl or hopper, overcoming unpleasant odors at the source. Due to the air-tight fluid compartment, the deodorizing value of the machine is the same a month after filling as on the first day. Drip Machine as illustrated LOANED FREE with orders for THREE GALLONS of Myritol Fluid—one year's supply for one machine. Myritol Drip Fluid, per gallon.....

\$2²⁵

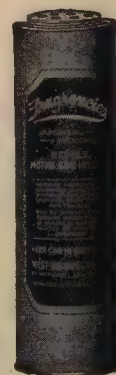
Nysair Deodorants

CRYSTALS IN SHAKER CAN BLOCK DEODORIZERS



Fresh, clean, and wholesome, the aroma of Nysair quickly overcomes disagreeable odors. It is made in either cake or crystal form and is placed in an attractive metal wall fixture which requires no attention except occasional refilling. Both cakes and crystals last many weeks. Nysair is made in three different odors—American Beauty, Florentine, and Cedar. Packed 4 cakes and one oxidized round holder to a set. American Beauty, per set \$1.00; Florentine, per set \$9.00; cedar, per set.....

Special, heavy white enamel holders, instead of oxidized, each, \$2.00.



\$7⁰⁰

Nysair Fragrances

Fragrances are crystals made of the same material as Nysair but put up in a shaker can for distributing around toilet rooms, cellars, closets, or any place where there is an offensive odor. Available in three popular odors—American Beauty, New Mown Hay and Cedar. Prices as follows: American Beauty, per can \$2.00; New Mown Hay, per can \$1.50; Cedar, per can.....

\$1²⁵

"Wyandotte"—Approved Cleaner



Wyandotte Detergent is the most economical and efficient Cleaning Material on the market for cleaning Painted Surfaces, Rubber Tiling, Mosses, Marble and Tile Floors of every description. Its Detergent Properties consist of a very mild Alkali, possessing unusual solvent properties, absolutely free from any such harmful ingredients as Caustic Soda, Lye or Acid. Its Abrasive Properties consist of a very light, naturally smooth, feather edged mineral, which uniformly suspends itself in water. It does not cut into or wear away the smoothly finished surfaces of rubber tiling or the delicately polished marble, tile or enameled surfaces as do the sharp edged or angular particles of a ground-up mineral. It contains just lubrication enough so the mop or brush will slip easily; it is not necessary to use Soap or Soap Powder of any description with it in order to produce a suds. Wyandotte Detergent is manufactured expressly for the cleaning of these smooth and delicately finished surfaces, and fills a long felt want for a detergent of this description. Wyandotte Detergent is put up in barrels containing 250 lbs., and in 75-lb. kegs. Full directions in top of each package.

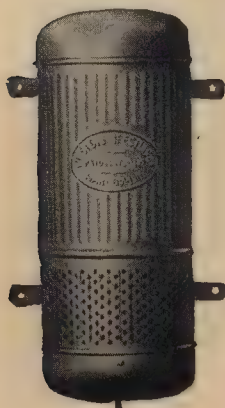
Ask the National salesman or write for prices on "Wyandotte" delivered to your door.

A Waterless Cleaner and Spot Remover



Silk-O-Lene will brighten the corners in every theatre. You will be amazed at the magic like manner dirt and stain spots are removed. When "Silk-O-Lene" is used cleaning becomes a pleasant, fascinating work instead of a hard and tiresome task. The more you observe how easy it is to use and how much space can be covered in a short time the more anxious you will be to look around for a surface that perhaps has been long neglected because the dirt simply would not come off. "Silk-O-Lene" is harmless to the most delicate skin. It cannot catch fire nor explode; is safe and superior to any cleaner on the market. For a good clean wash it has no equal. Great for removing spots and stains from draperies and other expensive decorations. It finds plenty of uses around the theatre. Price per 6-pound pail.....

\$1⁰⁰



NATTY UNIFORMS

for Necessary Atmosphere



No. 3540

Nothing adds to the inviting atmosphere of a theatre like correctly attired ushers and attendants. The expense of properly uniformed door men, ushers or usherettes is moderate—an investment that soon returns to the box-office, because patrons appreciate the refinement. The added increase in efficiency and morale of the staff is another angle that should not be overlooked by the theatre owner. National uniforms are correctly cut, made-to-measure garments, that look good and wear long under most severe conditions. A wide variety of modern styles that appeal to every taste. A selection of materials and colors to meet every requirement and every climate. Cloths, serges and Sanvales—a new popular fabric—all at a range of prices to suit every condition or need. We illustrate two very popular styles—No. 3505 for Doormen and No. 3540 for Usherettes. National salesmen take all measurements, right on the job, and thus relieve you of all bother and expense. OUR PRICES ARE RIGHT.



No. 3505

ASK THE NATIONAL SALESMAN TO SHOW SAMPLES AND QUOTE PRICES OR WRITE YOUR NEAREST BRANCH FOR FULL INFORMATION.

Eveready Flashlights for Ushers



The name Eveready has been associated with Flashlights in the minds of the buying public for more than a quarter of a century. Their features of construction, their handsome appearance, their dependability and durability have made them the preferred Flashlights everywhere. No. 2605—Regular type, 2-cell tubular flashlight as illustrated. Black finish case $6\frac{1}{2} \times 1\frac{1}{2}$ inches. Uses two unit cells No. 950. Renew the lamp with Mazda bulb No. 1198. Each, complete with lamp and 2 cells. **\$1.25**

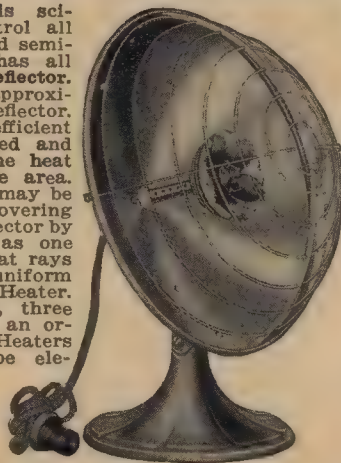


Eveready Flashlight Battery Unit Cells will supply 95% of battery needs for ALL Standard Tubular Flashlights. For two or three cell flashlights, simply slip in 2 or 3 Unit Cells. No. 950 Unit Cell, $2\frac{3}{8} \times 1\frac{1}{4}$ ", each. **10¢**

All-Purpose Electric Heater

The Focalipse Heater is scientifically designed to control all the heat rays. The improved semi-spherical shaped element has all the hot wires facing the reflector. The element rides in the approximate focal plane of the reflector. This all goes to insure efficient use of all current consumed and the even distribution of the heat rays over the desired wide area. The Zig-Zag element wires may be seen evenly magnified and covering the entire surface of the reflector by looking into the reflector as one would into a mirror. All heat rays are flooded forward with uniform intensity in a Focalipse Heater. The rays cover effectively, three times the area covered by an ordinary heater. Focalipse Heaters are made with screw type elements. Should occasion require the replacement of an element, the type number of the heater, for which it is required, should be stated when ordering.

Focalipse Heater—standard low base model with eight foot cord and separable attachment plug; 12" reflector, 660 watts, 110-220 volts, price each



\$7.50

All-Steel Check Room Racks

FOR THE CONVENIENCE OF YOUR PATRONS

Wilcox - DeSaussure Racks are designed and manufactured as a result of much study and experience in check room problems—built to last a lifetime—nothing to break or wear out. Racks are heavy-gauge all-steel, electrically welded throughout. Corner posts are drawn, seamless steel tubing. Finished in attractive Brewster-green enamel, with fiberloid number strips. In addition to the model illustrated we also supply a variety of floor-type and wall-type racks to insure maximum checking capacity with minimum floor space. Write for Descriptive Circular and Engineering Data. Prices, f. o. b. Chicago:



4-Shelf Hanger Type as illustrated. Individual numbered garment hangers and hat compartments. Can be used with single or duplicate check systems. Fastest of all hanger racks. Eight hangers per foot. Price per hanger **\$1.75**

Can also be had with 10 hangers per foot. Price per hanger **\$1.50**

Six-foot portable racks, capacity 48 hats and coats. Price complete with castors. **\$90.00**

2-Shelf Hanger Type. Same construction as four-shelf type. For use with De Saussure Duplicate Checking System, or duplicate paper checks. Sturdy, fast. Eight hangers per foot. Price per hanger... **\$1.65**

Can also be had with 10 hangers per foot. Price per hanger **\$1.40**

6' Portable rack. Capacity 48 hats and coats. Price, complete with castors. **\$72.50**

Extra Checks. Single Brass, Aluminum or Fibre Checks, per 100 **\$5.00**

DeSaussure Duplicate Checking System, per 100 sets of discs and clips **\$25.00**

Duplicate Paper Checks, per 1,000 sets **\$5.00**

PROMPT AND SATISFACTORY SERVICE
— THAT'S THE NATIONAL WAY

Sand-Urns for Theatres

Sandurns are ideal for use in Clubs, Theatres, Hotels, and other public buildings. They are rapidly coming to take the place of the unsightly and unsanitary cuspidors as receptacles for smokers' debris. Because of their enduring, permanent finish, they need no daily polishing and may be cleaned by merely rubbing them off with an oiled rag. Here is the last addition to our Sandurn family—the LAWCO "Junior" No. 3000. The flaring sides give it grace. The heavy cast base makes it stand permanently in place without tipping. The removable sand receptacle at the top makes it possible to use the minimum quantity of sand at one time and makes for easy cleaning. Here is a wonderful combination of utility, quality, and price. Just the thing for small spaces where the large Urns cannot be used.

No. 3000 with inner receptacle, medallion and stripes at top and bottom. Size $10\frac{1}{2} \times 13\frac{1}{4}$ ", weight 7 lbs. Price



No. 3000 Flaring Sandurn

\$6.00
Ea.

Accessories to Correct Atmosphere

Brenograph Junior

Some of the most beautiful effects used in theatres today are obtained by means of light alone. The most appealing of these lighting effects, however, are those in which the element of motion is employed. Brenograph Junior places animated scenic effects in your theatre at a minimum cost, because it was expressly designed to do just this kind of work. By means of interchangeable discs on which the effect scenes are photographed, numerous light effects can be reproduced easily and realistically in rain, snow, clouds, ocean waves, falling flowers, flying birds, country panoramas, flying aeroplanes, etc.

A canopy of clouds moving across a field of twinkling stars is used in the atmospheric theatre to complete the illusion that the pictures are being viewed beneath nocturnal skies. Back stage, also, scenic-moving effects of all kinds can be projected from overhead, or from the wings, with a suitable back drop. In the small theatre, the back stage effects can be controlled from the projection room. Brenograph Junior with its motor driven effects and automatic operation is ideal for these purposes.

No. FJ-100—Brenkert Brenograph, Jr. complete as above illustrated with lamphousing and stand, effect holder, universal electric motor with variable speed control with fleecy-cloud effect complete in casing, 10 ft. connecting cord with plug and switch, any focus projection lens from 3" to 12". (No Mazda lamp).

\$290.00

I. S. S. Detroit

When equipped with a short pedestal as shown on the left, Brenograph Junior occupies but small space. It may easily be concealed in a recess or compartment so as to hide the origin of the animated scenic effects from the theatre's patrons, and further increase their mystification and strengthen their illusion. Brenograph Junior is especially adapted to short range work for covering large areas. One, two or four units are used depending on shape and size of area to be covered.

Moving Scenic and Color Effects

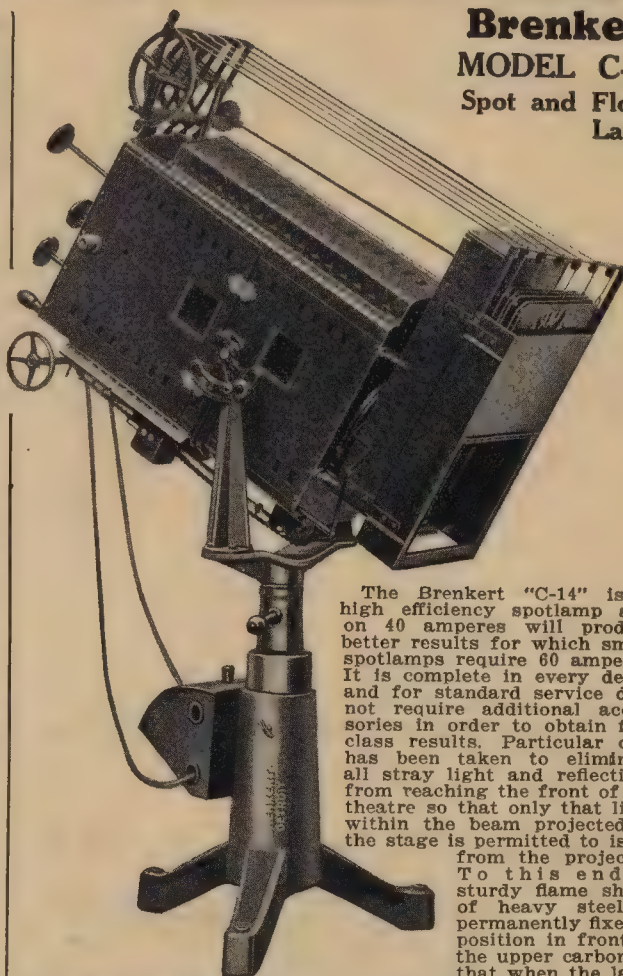
for use with

"BRENOGRAPH JUNIOR"

Disc only ready to insert in casing

Cat. No.		Price
JE 1	Babbling Brook—hand colored	\$45.00
JE 2	Blizzard effect	45.00
JE 6	Descending clouds, for imaginary ascension trip	50.00
JE 8	Flying Angels—hand colored	60.00
JE 9	Flying Birds—not colored	45.00
JE10	Flying Butterflies—hand colored	70.00
JE11	Falling Flags—hand colored	70.00
JE12	Fire and smoke effect—hand colored	60.00
JE13	Flames—hand colored	60.00
JE14	Fast moving, dark storm clouds	50.00
JE15	Slow moving fleecy clouds	50.00
JE17	Moving river	55.00
JE18	Ocean waves	55.00
JE19	Rain effect	55.00
JE20	Sand storm effect—hand colored	50.00
JE21	Falling Snow	50.00
JE22	Waterfalls effect—hand colored	55.00
JE24	Flying Bluebirds—hand colored	70.00
JE25	Flying Fairies	60.00
JE26	Rising bubbles—hand colored	65.00
JE27	Flying Aeroplanes	50.00
JE28	Falling Roses—hand colored	70.00
JE29	Chinese snow—hand colored	70.00

Brenkert MODEL C-14 Spot and Flood Lamp



The Brenkert "C-14" is a high efficiency spotlight and on 40 amperes will produce better results for which small spotlamps require 60 amperes. It is complete in every detail and for standard service does not require additional accessories in order to obtain first class results. Particular care has been taken to eliminate all stray light and reflections from reaching the front of the theatre so that only that light within the beam projected to the stage is permitted to issue from the projector.

To this end, a sturdy flame shield of heavy steel is permanently fixed in position in front of the upper carbon so that when the lamp

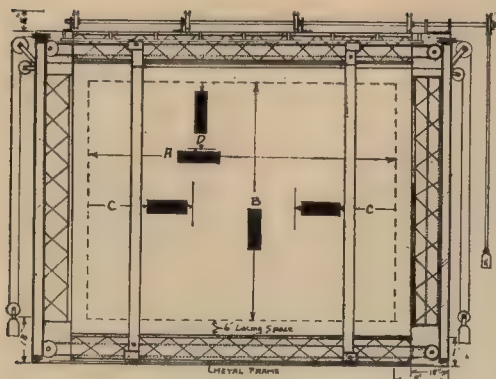
is properly trimmed the arc flame is entirely hidden from the condensing lens. This flame shield also serves as a guide when setting the carbons. Important features of the Brenkert "C-14" high efficiency spot and flood lamp include a heavy duty, vibrationless arc burner which has all working parts closely fitted to insure perfect burning of the carbons and smooth working of all parts; a counterbalancing mechanism conveniently placed out of the way beneath the lamphouse which keeps the lamphouse always balanced; two interchangeable condenser lenses, one for spot and one for flood work, either of which can be placed in use by a turn of the hand; a quick acting, pre-selective color box with overhead boomerang; iris shutter and framing shutter; and centralized control of all working parts on the rear plate of lamphouse. Standard finish includes blued steel lamphouse, battleship gray pedestal and standard, lamphouse castings black enameled and light metal work nickel plated and polished. All parts of the Brenkert "C-14" are designed and manufactured complete in the Brenkert plant and carry our complete guarantee.

Brenkert C-14 High Efficiency Spot and Flood Lamp complete as illustrated, with dual focus lens system and quick change device, perfectly balanced lamphouse head with tightening handles, 150 ampere Brenkert super arc lamp with top and bottom carbon adjustments, telescoping control rods and counterbalance mechanism, scale focussing device, pre-focus stop collars, heavy gauge framing shutters nickel plated and polished, large diameter iris shutter, six large diameter enclosed color frames with gelatine colors, rear control wheels and color signals, 100 ampere enclosed switch mounted on pedestal, heavy three leg floor base with height adjusting column, asbestos covered cable connections from switch to arc lamp (without rheostat).....

\$445.00

Send for a complete catalog of the National Line of Effect Lighting Devices and Accessories for Adding Atmospheric Effect to the Theatre. Ask the National Salesman.

VALLEN AUTOMATIC SCREEN MODIFIER



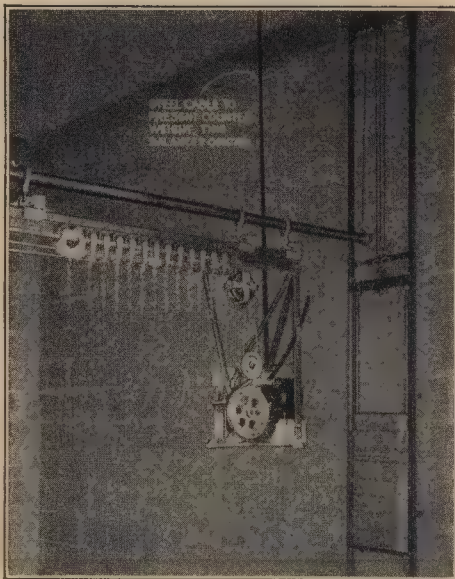
The Vallen Automatic Screen Modifier is a practical electrically operated, push button controlled device that definitely solves all screen modifying problems. It can be used with all large size or mam-

moth screens for showing any size of the wide film. It is readily and easily installed, compact, occupying no space beyond the screen frame it embodies. Electrical push-button stations can be conveniently located for operation from the stage or projection room. Its operation is noiseless and instantaneous. A metal frame contains the entire driving mechanism. A synchronized positive chain drive moves the flameproof velour smoothly and evenly from the sides and top, contracting or expanding the screening surface at the will of the operator. The modifier is instantly adjusted to the film size simply by pushing a button. The Vallen Automatic Screen Modifier can be furnished for complete automatic operation. Electrical driving unit consists of a Vallen silent unit control with remote control station and mechanical travel limit switch.

WRITE, GIVING SIZE OF SCREEN AND SIDE AND TOP DIMENSIONS OF MODIFICATION DESIRED. PRICES ON APPLICATION.

CURTAIN CONTROL TO FLY

The Vallen Curtain Control to Fly is attached to Vallen Noiseless All-Steel Safety Track by means of brackets; these brackets being a part of the outfit. This type Vallen Control must be used conjunctively with Vallen Noiseless All-Steel Safety Track. This unit is compact, practical and safe; Vallen Guaranteed! Control to Fly and Track "fly" simultaneously. As shown on cut, a cable extends upward from the Control. This is a steel cable which attaches to an eye on one of the brackets and extends up to the grid, over a sheave, and down to the counterweight system. If there is no counterweight system and track is suspended on a dead-line system, this cable would be anchored to the ceiling or grid, the purpose of the cable being to balance the Control. Dimensions: Length of Control, over all, parallel with track, is 19 in. Width, or space required to "fly," 7 1/4 in. Distance from the bottom of track to bottom of Control is 27 1/2 in. Weight of Control, including brackets, approximates ninety pounds. The standard "Control to Fly" is furnished for operation on 110-volt, 60 cycles, one phase, A. C.; this voltage should be employed wherever available. Prices — F. O. B. Akron, Ohio. Control to Fly, standard.....



Control to Fly, special, with start, stop, or reverse feature, \$200.00. Vallen Noiseless All-Steel Safety Track, for conjunctive use, per running foot, \$2.85.

\$150.00



for Satisfactory Results

With but one exception, every big circuit of prominence in the country selected WALKER SOUNDSCREEN as standard equipment, after making comparative tests with all screens. 50% MORE LIGHT and brilliant, sharp, projection is obtained even with low intensity lamps. Contrast between black and white is very sharp, producing a picture that is not glaring, but one which appears brighter by reason of this decided contrast. Eleven coats of a special pyroxylin containing pigments of unusually high reflective quality form a thick and very efficient surface, 50% brighter and whiter than regular whites. Double staggered perforations; opaque backing; fire-resisting; larger holes; no feed-back; durability; washability; perfect sound transmission are other reasons why your theatre should be equipped with Walker Fire-Resisting Sound Screen. Price per square foot, less frame, f. o. b. factory.....

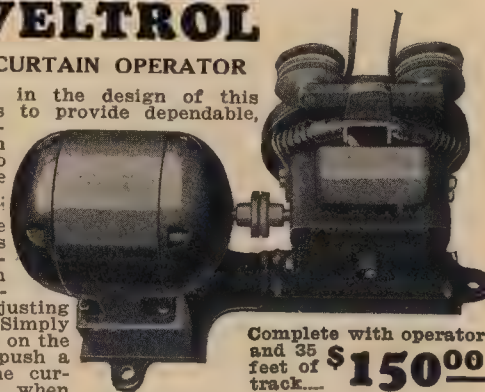
75°

Special Walker Redwood non-warping frames, per square foot, 10c.

TRAVELTROL

ELECTRIC CURTAIN OPERATOR

The keynote in the design of this equipment was to provide dependable, successful curtain operation to those who consider price paramount. "Traveltrol" embodies these essentials. It is extremely simple in design and easy to install. No adjusting is required. Simply place the cable on the drive pulley; push a button and the curtain will stop when either open or closed. The curtain may be stopped at any desired point, but when the motor is again started, the curtain will continue in its original direction until the extreme point of travel is attained. Slipping or creeping cable is not a disturbing factor because there are no timing mechanism, limit stops nor switches. No clutch is necessary and, since overload instantly disconnects the current, damage to curtains, traveler and operator is prevented. The motor was especially designed for "Traveltrol" and operates on 110-volt, 60-cycle alternating current. It is 1/4 H. P. and requires three wires from the operator to the booth or wherever the control station is located. A substantial electric switch is provided with each operator, but additional starting switches may be placed in the circuit if desired. This operator functions best on curtains not in excess of 40 feet wide and of reasonable weight. The traveler is well constructed of wood. It may be anchored to the ceiling or suspended on lines, as conditions may require. It is practical and efficient. It is furnished complete with proper cable, carriers and pulleys—ready to hang. All Traveltrols are made only for operation on 110 volt, 60 cycle A. C.



Complete with operator and 35 feet of track..... **\$150.00**

Control only without track..... \$125.00

Extra track, per ft.\$2.00



"Traveltrol" Traveler

NATIONAL THEATRE-LAC

PAINT IN MORNING
— DRY BY SHOW TIME

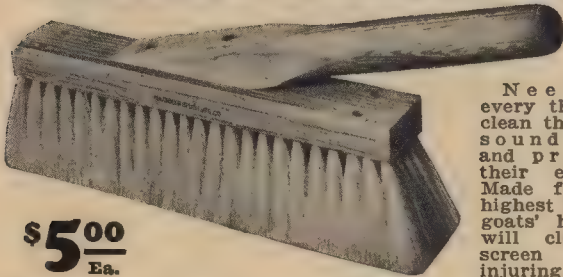


NATIONAL THEATRE-LAC is an entirely new type of finish. Not Paint, Not Varnish, but a practical brushing Lacquer for woodwork, floors, walls, furniture, chairs, tables, opera chair veneers, stage settings, dance halls, etc. It produces a wear-proof surface that can be cleaned repeatedly without injury, is easily applied and dries in 30 minutes. This finish is especially adapted for maintenance work in Motion Picture Theatres where time is a factor. No delay, loss or worry. Seats, lobby and restroom furniture, floors (wood or cement) can be finished in the morning and the theatre opened at noon. There is a large assortment of attractive colors for walls, ceilings, woodwork, also transparent oak, walnut and mahogany for the furniture, etc. Also made in black for metal parts of chairs, and gold and aluminum for radiators and ornamental work. On average surfaces it has a covering capacity of approximately 400 square feet per gallon, one coat. The Clear covers about 500 square feet per gallon, one coat, and on cement about 300 square feet per gallon, one coat. Due to the different types of cement surfaces the covering varies even more than on wood. NATIONAL THEATRE-LAC weighs 10½ lbs. to the gallon and is packed six 1-gallon cans to the case and 24-quart cans to the case. The Interstate Commerce Commission's classification on THEATRE-LAC is I. C. C. No. 2 packed in cans. I. C. C. No. 3 in barrels.

PRICES

National Theatre-Lac		National Theatre-Lac Thinner	
Quart cans, each.....	\$1.35	Quart cans, each.....	\$0.80
Gallon cans, each.....	5.00	Gallon cans, each.....	2.75
5-Gallon Cans, per gal....	4.10	5-Gallon Cans, per gal....	2.60
Barrels, per gal.....	3.90		

NATIONAL SCREEN BRUSH



\$5.00
Ea.

equipped with 12-inch ferrule to accommodate the pole.

Needed in every theatre to clean the porous sound screens and preserve their efficiency. Made from the highest grade of goats' hair, and will clean the screen without injuring the surface. Comes

NATIONAL SCREEN LITE

(NOT SUITABLE FOR POROUS SOUND SCREENS)

Repaint your old screen with SCREENLITE and improve your projection. Screenlite is specially prepared for us; made of high quality material; easily applied and lasting. Two coats applied with a small pliable brush and you have a new screen surface. A quart is sufficient for small screens; larger sheets take more. Put up in cans—three sizes.

1-Quart Cans	½-Gallon Cans	1-Gallon Cans
\$2.50	\$4.60	\$8.50

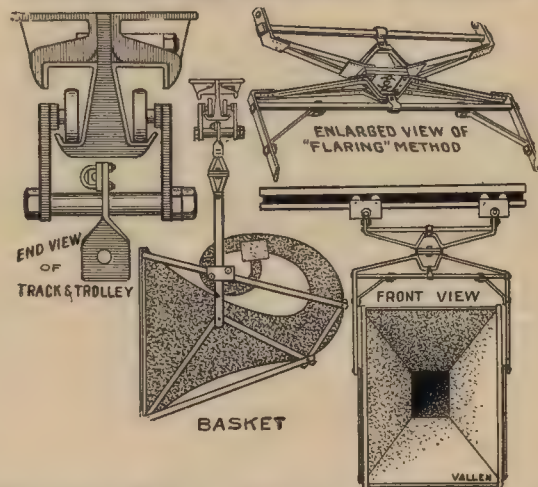
LAMP CHANGER



Needed in every theatre. Saves time and hard work in changing or replacing ceiling, sign and cove lights. Price, each, with 5½ ft. pole.....

\$10.00

Track and Basket Method for Handling Sound Horns

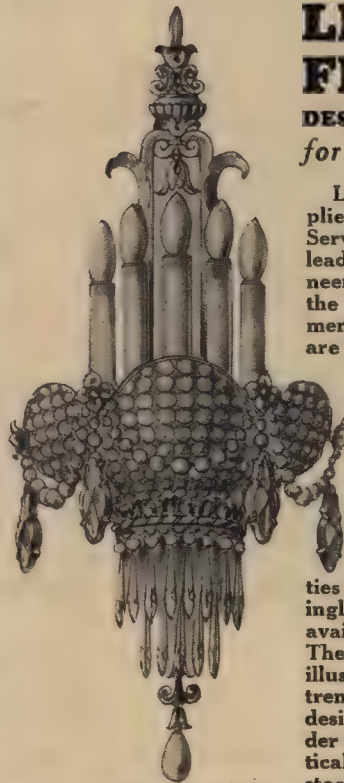


The Vallen Track and Basket Method provides a very simple, accurate method for moving sound horns off-stage, particularly where space on the stage is at a premium. This Equipment is built to specification and consists of a double All-Steel Track which extends the full length of stage, and baskets which carry the horns. The basket consists of an iron frame into which horn fits and provisions are made so that baskets can be flared or tilted at any desired angle, right or left, up or down. Two trolleys are provided for carrying each basket. Horns are drawn off-stage, one to one side, one to the other side, — or as desired. Features of the system are the ease with which installation is made and horns tilted and anchored in desired position, — together with the fact that horns are moved back on stage to their exact original positions. Everything about the outfit is furnished complete, including hand line for operation. Double All-Steel Horn Track, per foot, \$5.00. Horn Baskets, complete with trolleys, f. o. b. Akron, O., each.....

\$150.00

LIGHTING FIXTURES

DESIGNED EXPRESSLY
for THEATRES



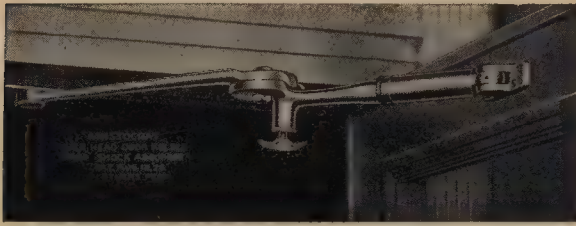
Lighting fixtures supplied through National Service are designed by leading illuminating engineers who have studied the individual requirements of theatres. They are characterized by their

reasonable price and their originality of design. Their distinctiveness of design, excellence in workmanship and construction and their fine regard for the best possible illuminating properties

make them outstandingly the finest fixtures available for theatre use. The model illustrated is illustrative of the modern trend in lighting fixture design. Whether you order either from the practically limitless range of stock models or whether

you contemplate the use of fixtures specially created for your house, the National line offers you the most for your money. LET NATIONAL ASSIST YOU WITH YOUR FIXTURE PROBLEM. COMPLETE CATALOGS SENT PROMPTLY ON REQUEST.

Aristocrat Overhead Door Holder



The Aristocrat Overhead Door Holder and Shock Absorber represents the "last word in a scientific Device for practical equipment for Theatre entrance or exit doors." The doorman or usher can by a simple twist of the locking handle instantly lock each door open so that the first person passing through the door automatically locks it open for the exodus of the crowd. The Aristocrat can be instantly unlocked by simply pulling the handle down and turning same slightly, thereby permitting the door to close. Operates at the top of entrance doors. Shock Absorber protects hinges and check arms,—built of cast bronze with steel bearings, also made in malleable iron, rust proof and plated for heavy duty or extreme conditions. Splendid equipment for doors equipped with "In the floor checks." Applicable to entrance doors opening out 90 to 125 degrees to comply with fire ordinances and overcomes accident liability. Also manufactured without locking device.

Size	Width of Doors	Maroon Duco	Bronze Plated	Cast Bronze
01	26 and 28 inch.....	\$8.00	\$10.00	\$12.00
02	30 inches and wider.....	8.00	10.00	12.00

G-J Semi-Automatic Door Holder

A Door Holder and Bumper of sturdy bronze construction. Semi-automatic in its operation and serves as a Door Holder or Bumper at the will of the operator. Has an encased brass plunger which absorbs the shock of a slamming door. The



extension on bottom of hook acts as a strike plate. Simple in its operation, foolproof with no parts to get out of order or to be tampered with. Six inch mounting stand can be supplied for mounting Door Holder on such installations where door swings over a step. Type F-9 for installations in concrete, has ½ inch steel stud cast in Holder and double expansion shield. Type F-9, cast bronze, brushed or polished finish. Price

\$4.00
Ea.

Write or ask the National Salesman for information on any type of door holding device or panic bolt you require.

Make National Your Regular Supply Source for Everything You Require — If It's Used In or Around the Theatre, We can Supply and
SAVE YOU MONEY

Chicago Theatre-Seating Bolts



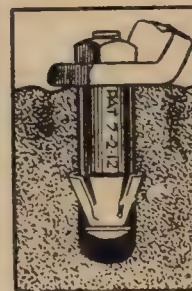
For An Economical and Permanent Seat Fastening Job

Packed 100 to a box. Nut not assembled on bolt but packed in separate container in each box. Sizes shown below carried in stock for immediate shipment. Supplied with either short (⅝") lead sleeve or long (¾") lead sleeve.

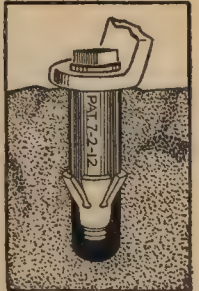
Code	Size	⅝" Sleeve	¾" Sleeve	Weight per C
119T	¼ x 1 ¼	\$3.20	\$4.00	5 ½ #
120T	¼ x 1 ½	3.48	4.28	6 #
121T	¼ x 1 ¾	3.64	4.44	6 ½ #
122T	¼ x 2	3.72	4.52	7 #

Other sizes on application.

Paine Expansion Shells Hold Fast



The Paine Expansion Shell used with a ¼ x 2 carriage or machine bolt is the standard for use in connection with anchoring chairs to a concrete floor. When it is necessary to install chairs on heavy carpet or in a poor mix of concrete, we recommend the use of our ½-inch extension collar with a 3-inch bolt. The use of this collar and an extra long bolt insures a better anchorage for the chairs. These shells require the use of a ⅝-inch drill. Both types of Expansion Shells as illustrated are furnished complete with bolts and washers assembled, and are always shipped in bulk except when otherwise specified.



Type No. 1—Used with Carriage Bolt
Type No. 2—Used with Machine Bolt
Paine Expansion Shells complete with bolts and washers, either type (specify which wanted), price per 100

\$6.00

Fin Head Bolts for Chair Repairs

These Fin Head Bolts are made in two sizes, ⅝ inch and ¾ inch diameter, varying in lengths. They are made with four fins under a head of standard design, for use in the assembling of chair backs, seats and arms. The bolts are nickel plated, and the following prices are based accordingly:



Diameter.....	$\frac{3}{8}$					
Length	$\frac{3}{4}$	1	$1\frac{1}{4}$	$1\frac{1}{2}$	$1\frac{3}{4}$	2
Price per 1000	\$5.30	5.60	6.40	7.00	7.70	8.40

Diameter.....	$\frac{1}{2}$					
Length	$\frac{3}{4}$	1	$1\frac{1}{4}$	$1\frac{1}{2}$	$1\frac{3}{4}$	2
Price per 1000	\$8.30	9.00	9.80	10.50	11.30	11.90

Standard Packing Unit—Packed in carton with nuts loose.

Countersunk Chair Veneer Washers



Our Countersunk Washers or Cup Washers are used in connection with the assembling of chair backs and seats. They are made of 24 Ga. steel and are blued, parkerized, nickel plated, or copper plated, according to order.

Outside Dimension	Counter Sunk	Size Bolt	Blued Per 1000	Parkerized Per 1000	Nickel Plated Per 1000	Bulk Price 10,000 or more
⅝	⅝	¼	\$5.00	\$5.50	\$7.50	10% less than cartons

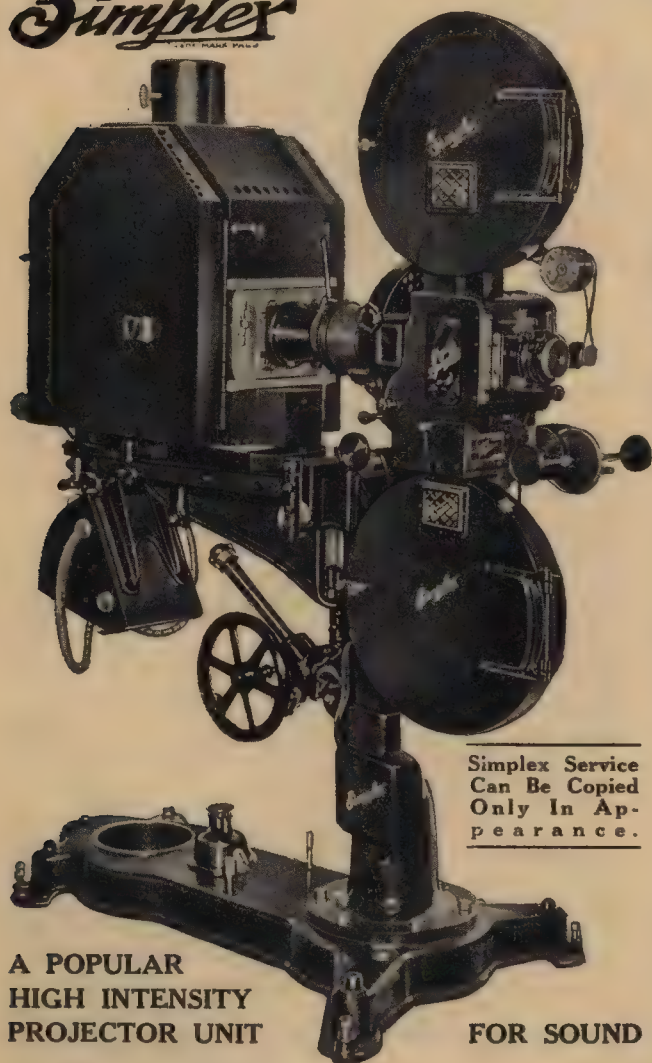
Standard Packing Units—1000 in each carton.

Built for Better Projection

Projectors That Meet Every Requirement of the Modern Theatre

The present rigid mechanical requirements of talking picture projection are such that only the best of projectors should be provided in every case. We illustrate here three models that have enjoyed unusual popularity since the advent of sound. For mechanical excellence and precision these projectors have no equal — they are built and guaranteed by responsible manufacturers; serviced and warranted by National.

*Super
Simplex*



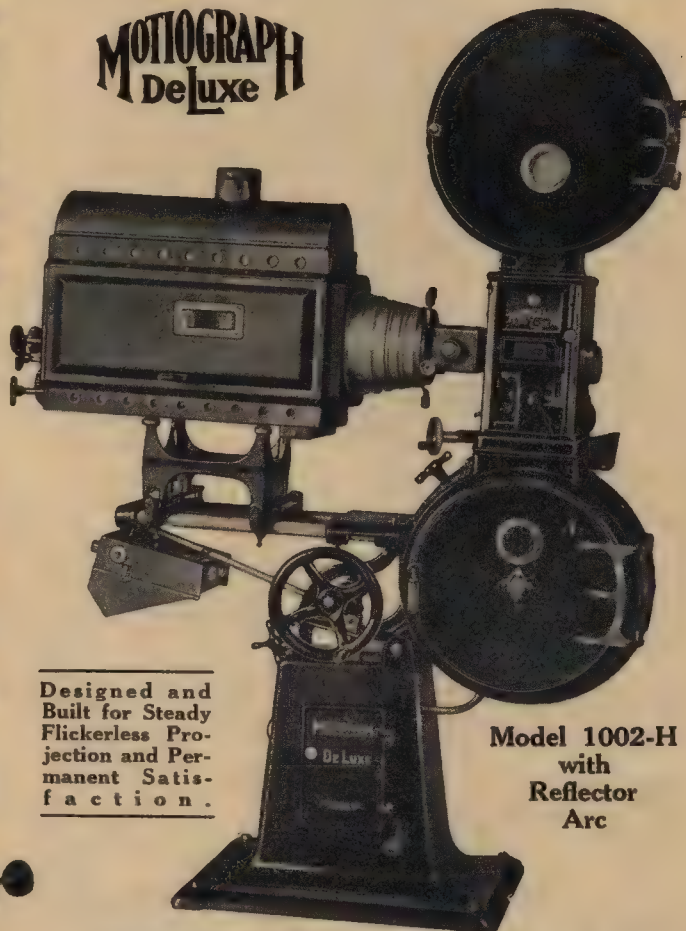
**A POPULAR
HIGH INTENSITY
PROJECTOR UNIT**

FOR SOUND

SPECIFICATIONS: Super Simplex mechanism with sound aperture and picture centering device; new type oiling system, rear shutter, speed indicator, eyeshield and threading and framing lamp; Type R pedestal; tilting device; 18" magazines; 110 volt a. c. or d. c. motor drive, Hall & Connolly high intensity lamp.

For complete information and prices on all Simplex equipment apply to your nearest National Branch.

**MOTIOGRAPH
DeLuxe**



**Designed and
Built for Steady
Flickerless Pro-
jection and Per-
manent Satis-
faction.**

**Model 1002-H
with
Reflector
Arc**

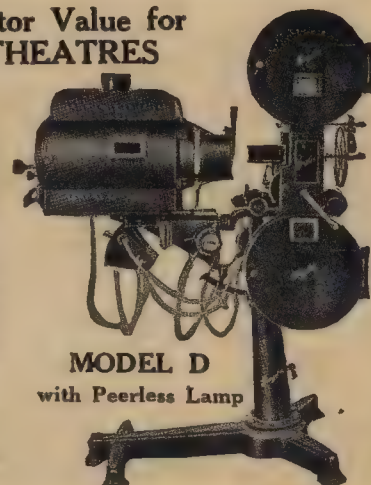
SPECIFICATIONS: Equipped with Motiograph Reflecting Arc Lamp, including New Model H. Mechanism, with Horizontal Cylindrical Shutter (2 wing only), 110 volt, 60 cycle A. C. or 110 volt D. C. Motor, Motiograph Reflecting Arc Lamp with Reflector, Condenser, Arc Control, Arc Striker, Pilot Lamp, Carbon Holder, for 8 and 12 m/m carbons and New Light Enclosing Aluminum Telescoping Cone, 100 ampere Switch and Box, Rapid Tilting Device, Foot Pedal Motor Control.

Write for prices and complete information on Motiograph Projectors. There is a model to suit every requirement.

A Great Projector Value for SMALLER THEATRES

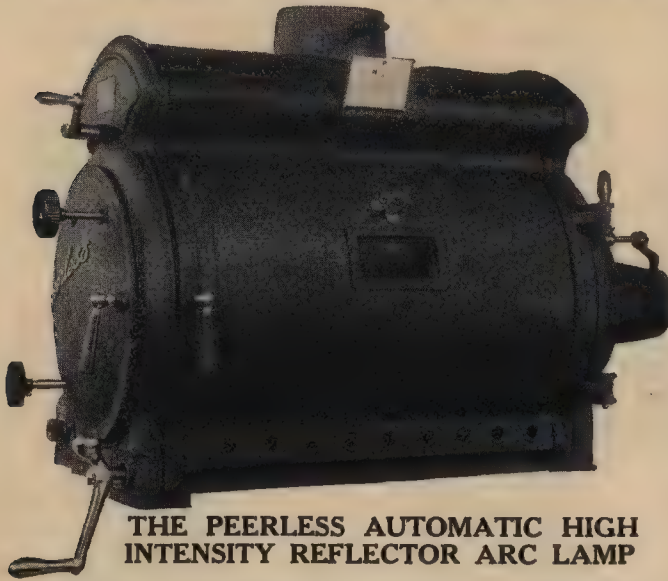
SPECIFICATIONS: Two or three-wing Opaque Shutter for No. 1 or No. 2 lens. Peerless Reflector Lamp with stereo attachments and 80 volt rheostat. A. C. 110 or 220 volts, 60 cycles or D. C. 115 or 230 volts motor with motor table and variable speed control. 16" magazines with belt take-up. Extended five-point pedestal. 39" or 48" Pedestal.

Complete information and prices on request to your nearest National Branch.



**MODEL D
with Peerless Lamp**

PEERLESS LAMPS FOR PERFECT PROJECTION



**THE PEERLESS AUTOMATIC HIGH
INTENSITY REFLECTOR ARC LAMP**

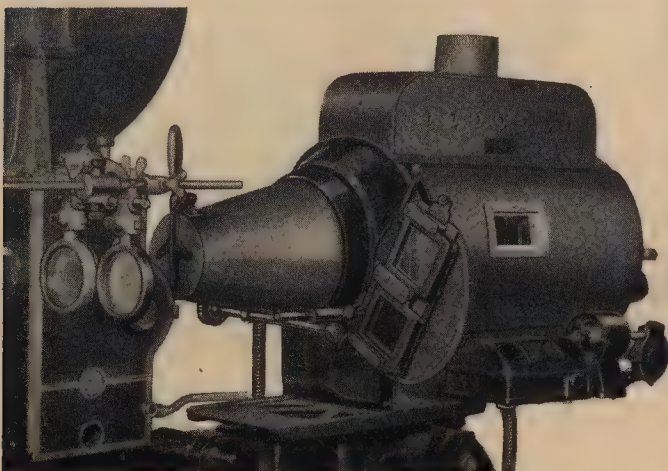
The idea underlying the new Peerless Automatic High Intensity Reflector Arc Lamp is to bring the benefits of modern, economical screen illumination to all theatres, and to help every theatre owner to get the greatest amount of illumination on his screen—at a minimum of trouble, expense and operating cost. These are the advantages of Peerless construction: Automatic and instantaneous arc striker. Heat resisting optical glass reflector. Single crank control for all carbon adjustments. A large, roomy and well ventilated lamphouse. Uses a $9 \times \frac{1}{4}$ " cored copper coated carbon and a 20×9 M/M high intensity positive carbon. There are only three moving parts in the positive and negative carbon holder assemblies. Ball thrust bearings throughout. Gears of hardened steel. All moving parts enclosed. Both positive and negative carbon holder assemblies can be removed as a complete unit—in an instant. Arc control automatic and entirely mechanical. Arc control can be removed as one unit, even when the lamp is burning. Positive carbon is continuously rotated and fed. Produces the absolute maximum amount of screen illumination obtainable with an arc lamp and produces it at a minimum operating cost. **PEERLESS AUTOMATIC HIGH INTENSITY REFLECTOR ARC LAMP COMPLETE (Less Rheostat) f. o. b. Chicago...**

\$525⁰⁰

The Peerless Reflector Lamp

The Peerless Reflector Arc Lamp has increased the screen brilliancy from two to three times in thousands of smaller theatres throughout the country. Many theatres that required one hundred amperes and more are now securing vastly greater screen illumination with but twenty-five amperes and less and at one-third previous current and carbon costs. This great saving and light increase is made possible in the Peerless Reflector Arc Lamp by basically correct principles of construction.

COMPLETE CATALOG AND PRICES ON REQUEST



The TransVerteR

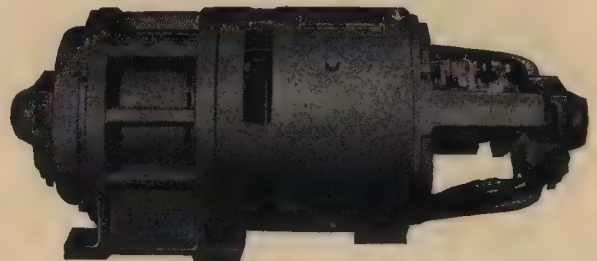
TYPE "M. A." OR MULTIPLE ARC

The M. A. Transverter is designed to operate more than one Arc simultaneously and still maintain a constant potential, each Arc being fed through individual resistance. This type Transverter is especially designed to meet the requirements of theatres using various arcs at different current values. While the efficiency from line to lamp is necessarily lower than that obtained in the type D or Series Arc Transverter, it is regarded as exceptionally efficient and economical in operation. The M. A. or Multiple Arc Transverter covers every requirement from the smallest mirror arc installation to the largest de luxe installation. Wherever proper source of current is important the Transverter is found to fill that need with exactness and maximum ease of operation. Transverters are furnished with complete equipment, ready for quick installation, with the exception of the Motor Starter which is not included on account of the variation of service requirements. These starters are listed separately. Each part of the assembly is the best in design and workmanship.

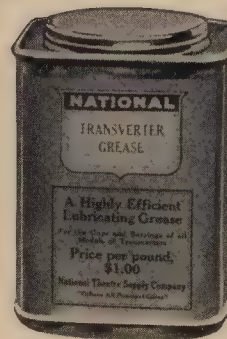
**TYPE "M. A." SIZES RANGE FROM
"20-40" TO "200-400"**

This rating means that the generator is designed to carry continuously in amperes the first figure shown and the second amount during the change-over period.

**COMPLETE SPECIFICATIONS
AND PRICES ON APPLICATION**



Multiple Arc Transverter Type MA 20-40



TRANSVERTER GREASE

A specially compounded and scientifically tested lubricant for the cups and bearings on all models of Hertner Transverters. No higher quality or more efficient lubricant is obtainable and it may be used with equal satisfaction on other generators. Put up in handy one-pound screw top square cans. Per 1 pound can

75c

A High Grade Lubricant

A carefully prepared and thoroughly tested oil of the proper consistency to use in the delicate mechanisms of all projectors. Use good oil—it pays.

Oil for Simplex

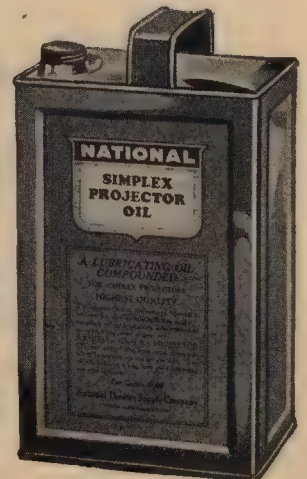
Per Pint\$0.20
Per Quart35
Per Gallon 1.00

For Power's and Motiograph

Per Pint\$0.25
Per Quart45
Per Gallon 1.25

**For Motors—High Grade
Motor Oil**

Per Gallon\$1.25



New Developments for Better Projection

Bring Your Simplex Projectors Up-to-Date With New Rear Shutters

Reduces Heat at the Aperture — Increases the Light on the Screen

Adaptable To All Standard Simplex Mechanisms

Great improvements in shutter design have been incorporated in this shutter.

Its extremely large diameter provides for a greatly increased screen illumination and, because of its position with relation to the lamphouse and aperture, it greatly reduces the heat at the aperture, operating as it does between the light source and the film. In addition to this, the shutter is so designed that it directs a strong blast of cool air over the entire front of the mechanism and particularly into the aperture, so that the cooling effect obtained during its operation reduces the heat at the aperture approximately seventy-five per cent over the older types of equipment. It will be appreciated that this is of utmost importance when projecting sound film because it reaches the sound projection aperture in an undistorted condition. In addition to this tremendous advantage, the shutter blades are vignetted so that a pronounced dissolving effect is obtained while the intermittent movement is in operation and when the cutoff blade passes through the light beam. The shutter construction is shown in illustration. Very little instruction is needed with regard to the new shutter inasmuch as the method to be followed in setting it is exactly the same as that on the old type Simplex. WE FURNISH RELIEF MECHANISM AND INSTALL THIS NEW REAR SHUTTER UNIT AT NOMINAL LABOR COST. Price of complete unit, ready to install, f. o. b. factory, New York

COMPLETE

\$145⁰⁰

Simplex Lens Aligning Device

SIMPLE—ACCURATE—STURDY

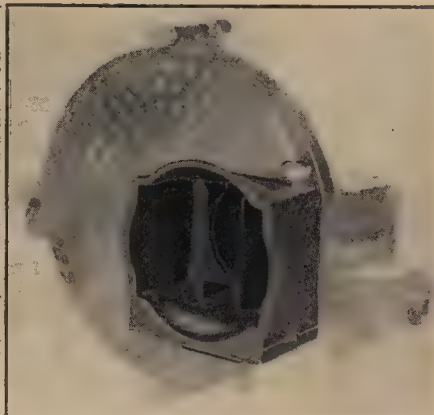
A new Genuine Simplex Part which can be assembled and attached in a few moments to any Simplex regular mechanism merely by the aid of a screw driver. No drilling or cutting. It aligns the objectives accurately with the position of the silent or sound picture in the aperture when lenses are changed from one focal length to another. The simplest and most efficient device of its kind ever developed. To assemble and install merely remove the old lens carriage complete from the Simplex mechanism and attach this new device in its stead. It readily accommodates half-size lenses. Note pin which protrudes from lens clamp in illustration. This is a stop pin for use where quick change of lens is desired. By the use of a fixed focus collar, similar to that used with the Super Simplex and which we can supply, lenses may be instantly changed and when once focused will remain so upon being pushed in and clamped in the assembly. Lever marked "F" for sound-on-film position and "D" for sound-on-disk position, so the projectionist always knows in which position the lens mount is set.

Simplex Lens Aligning Device, complete as illustrated, ready to install, **\$32⁵⁰** each.

Strong Super Changeover

A new development by Strong for use on rear-shutter projectors such as Super Simplex, Motiograph, R.C.A. and others. Contains same reliable mechanism as the "Five Point" illustrated below. Silent, positive in operation when operated with the Strong Foot Switch shown below. Equipped with automatic cut-off — coils can't burn out. Complete with BX, ready to attach. Price —

\$40⁰⁰



STRONG Foot Switch

The Strong Treadle Type Footswitch is a patented feature for use with all automatic changeovers. Housing of cast aluminum, mechanism of cast bronze; all contacts are carbon on copper. No more fumbling or groping — rest your foot on the treadle while waiting for the cue, then press down and the changeover is made. Price —

\$10⁰⁰

Strong "5-Point" Changeover

The Strong "Five - Point" Changeover Combines in ONE DEVICE all the functions that Projectionists Demand: (1) A noiseless changeover, (2) An eye shield, (3) Framing light, (4) An automatic fire shutter finger, and (5) A film gate opener. The device is guaranteed to perform all of these functions, with the mechanical changeover and fire shutter designed to perform their work quietly, instantaneously and efficiently. This novel device was not placed on the market until it had undergone a rigorous test to determine whether it would perform satisfactorily everything that was claimed for it. Suitable for use with either Simplex Regular or Motiograph F Projectors but is not adaptable to Super Simplex or other projectors equipped with rear shutters. Price each, less foot switch, f. o. b. Chicago, for Simplex



\$60⁰⁰

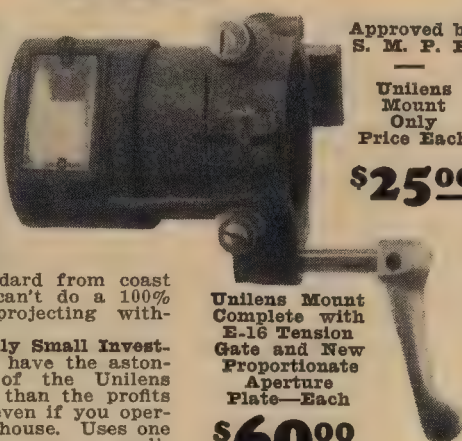
GOLDE UNILENS MOUNTS SOLVES THE QUICK CHANGE PROBLEM

FOR SIMPLEX

Perfect Screen Results are now possible by using the Unilens method of shifting from Vitaphone to Movietone film and back. Nothing so remarkable has been offered theatre owners since sound made its advent. The Unilens method is now the standard from coast to coast. You can't do a 100% job of mixed projecting without it.

It Requires Only Small Investment. You may have the astonishing benefits of the Unilens method for less than the profits of one evening, even if you operate a very small house. Uses one lens. No cumbersome, complicated machinery. Just a quick job of replacing your present lens mount with the Unilens Mount and inserting your present lens, without cutting the front plate nor removing doors.

It Preserves Perfect Alignment. With this marvelous invention sound and silent film of all types align perfectly on the screen. The change is made so quickly that silent and sound film of any kind may be mixed on the same reel and the audience will never know which is which. Just a touch on two small levers located close together is needed. One hand does it. Nothing so miraculously simple yet wholly effective has ever been introduced.

Approved by
S. M. P. E.Unilens
Mount
Only
Price Each**\$25.00**Unilens Mount
Complete with
E-16 Tension
Gate and New
Proportionate
Aperture
Plate—Each**\$60.00**

Vital-Tone Superfine Needles

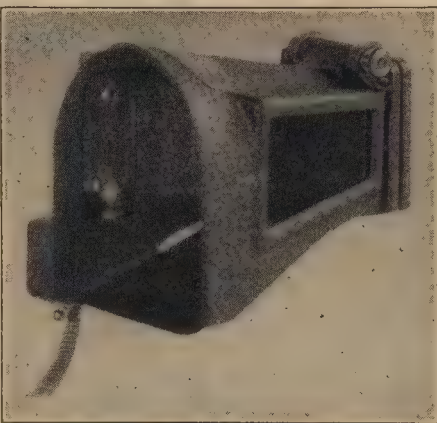
\$2.50
per
Carton
of 2500USE THE
BEST

Vital-Tone Needles have been especially developed for use with all makes of sound-on-disc instruments. It is highly important that these special needles be used because sound records are grooved differently than ordinary phonograph records and may be easily marred through the use of ordinary needles. Vital-Tone Needles eliminate one major element of faulty reproduction. Their points are ground with great precision to meet the requirements of sound record grooves. Get them from any National Branch.

Framing Light Shield

FOR
SIMPLEX

Confines the bright light from the dowsler to the aperture and cooling plate. Allows no bright beams to spill at any position. A Light Shield, Observation Window and Framing Light allows the projectionist unhindered observation of the circle of condensed light at the most important point—the cooling plate. Covers the full aperture with a spread of white light for "framing" each reel while threading. It is always in place in the right place. Never in the way to be broken. Makes framing easy. Does away with errors and framing AFTER the reel has started. An absolute necessity in projecting and setting sound pictures. There is enough light to allow of reading reel parts in the machine. Start the right reel at the right time. Golde Framing Light Shield—Price complete with cable and connector, switch and candelabra E8 lamp, together with full instructions for installation.

**\$15.00**
Each

Batteries and Battery Service for Sound Projection

Every
Willard
Battery
is
Worth
Every
Dollar
You
Pay
for ItType SPW-15-3
Long Life—Even Voltage

The batteries used for sound projection must be free from surface electrical leakage and terminal corrosion. Their electrical performance and mechanical construction must be of the best. They are required to supply definite loads at predetermined end voltages for extended periods of time. The SPW-15-3 is a higher capacity battery capable of supplying the energy for both the "H" and "T" circuits. Each set consists of two batteries connected in series making a 12 volt unit. Combining the "H" and "T" batteries results in simplified switching and fewer connections, consequently reducing the chances of failure. The SPW-15-3 battery has extra heavy plates for long life and even voltage. Willard cypress wood separators are used with perforated rubber sheets. The heavy Willard designed rubber case insures against external electrical leakage and the high sediment space of 1 1/4" insures against internal "shorting." Either or both of the above are causes of noise in the amplifier circuit. Case dimensions of Type SPW-15-3, 18 1/2"x7 1/4"x10 1/4"; number of plates, 15; ampere hour capacity at 8-hour rate, 126; at 72-hour rate, 176; charging rate in amperes, 15.7. Willard Batteries are approved for use with all leading sound equipments. Willard Service is quickly available at every National Branch Store.

WRITE OR ASK ANY NATIONAL SALESMAN TO
TELL YOU ABOUT NATIONAL WILLARD SPW BATTERY SERVICE.

Dry Batteries For Sound Pictures

45-VOLT MEDIUM SIZE
ROUND CELL

No. 772 is a medium size 45 volt vertical "B" battery. Recommended for sound picture use and self-contained receivers where there is not sufficient space for installing the Large Size Eveready "B" Batteries. Length 8 1/2 inches; width 3 1/4 inches; height 7 1/4 inches; weight 9 lbs. Each

\$2.75

Hot Shot Batteries

For emergency purposes with sound pictures. Recommended for all purposes requiring four or more dry cells in a series. All internal connections are made with soldered copper strips and cells are completely insulated against short circuits. The total voltage is the sum of the voltages of the batteries connected in the series. A multiple connection is used where the current drain is so great that a single cell is exhausted very quickly. Multiple connections divide the drain between two or more batteries. Spring binding posts furnished without extra charge when requested. No. 1461, 6-volts, 10 1/2"x 2 1/4"x7 1/2", each

**\$2.30**

Holdtite Friction Tape

AN ALL PURPOSE TAPE
FOR THEATRE USE

Contains a high grade cotton sheeting manufactured to U. S. Rubber Company specifications; thoroughly impregnated with a friction compound filling all pores. Non-ravelling, long wearing, highly adhesive; guaranteed footage in each roll. Put up in 8-ounce rolls—67 feet to the roll. Price per pound 40c—per 8-oz. roll

25c

Devices for Efficient Film Handling

NATIONAL SOUND REEL

**A CORRECTLY
DESIGNED, PERFECT-
LY BALANCED
SOUND FILM REEL**

A lighter, stronger all-steel reel, designed correctly to meet all requirements of sound film projection. One-piece steel flanges afford utmost accuracy, lighter weight and greater strength. Steel hub is jig assembled to run true—welded to stay true. Drive bushing instantly replaceable when worn—and reel becomes good as when new. Greater clearance; less wear and tear. Tapered sides make smoother guidance for film. Flared rims—no catching and damage to film edges. National Sound Reels make faster work possible with less effort and greater safety. Made in two sizes—11-inch and 15-inch. Prices: 11-inch, \$2.50; 15-inch, each.....

\$2.85



Approved Sound Film Reel



The Type "S"

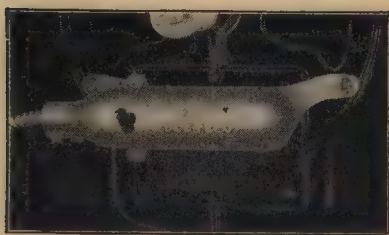
**A High Grade
Welded Wire Reel**

The Type "S" Sound Reel is recommended by many leading projectionists as superior to all others for use with sound film. The special design 5" hub track of spring steel with special patented spring steel clip makes for excellence—speed in re-winding and smoothness in operation. Strong, welded steel wire flanges, firmly imbedded in cast aluminum hub supports, give utmost rigidity and wearing quality with minimum weight. Danger of damage to sound film track is practically eliminated. The Type "S" Reel is correctly de-

signed, constructed of highest quality materials and will withstand the severest of use and abuse. Made in three sizes. Price, 11", 14" or 15".....

\$3.00
Ea.

Magazine Light for Simplex



"Best" Magazine Light for Simplex only. New—compact—light weight. Permits projectionist to see amount of film in upper magazine without opening magazine door. Reel can be observed from either side of projector. Complete with 4 ft. baby BX and lamp. Price.....

\$3.50

Neumade Rewinder



nearest National store. Neumade Bench Type Rewinder, price, complete set with dummy end

The Neumade Everwear Rewinder fills the bill for laboratory, exchange, or motion picture house. It is safe—the reel cannot fly off under any conditions. It is quiet in operation. The self-lubricating, noiseless laminated gears mark an epoch in re-winder construction. The re-winder housing is finished with a wear resisting compound that is baked on at the factory. This housing is dustproof. The base is surface ground so that it will not wobble when fastened to the table. We have no hesitancy, therefore, in selling them under an absolute guarantee. They'll last indefinitely—and any part that breaks because of defective workmanship or material will be replaced without charge to the purchaser. Order from your

\$10.00

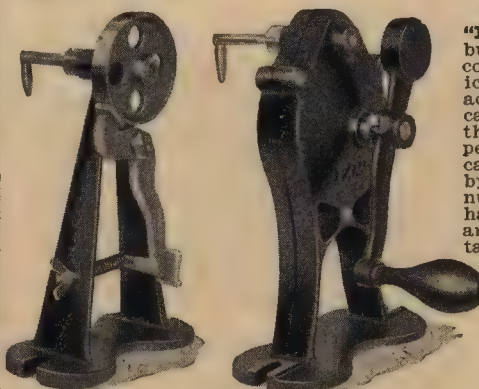
Exceptional Rewinder Values

The Tamco Type "O" Rewinder is made so it can be clamped to table or shelf for quick re-winding. Clamp has 2 inch space and is furnished with heavy thumb screw for positive installation. The frame is well proportioned and will stand hard usage and is made of best materials throughout. The geared end has long well balanced crank handle and shaft is fitted with spring clips to hold reel on—no danger of reels flying off. Small gear is machine-cut steel and the large gear, machine-cut grey iron. Rewinder is nicely finished and is strong and durable. Will hold 15 inch reel.



TYPE "O"
TAMCO
Per Set

\$4.95



Type "E"

The Tamco Type "E" Rewinder is built for heavy continuous service, has a quick acting brake that can be operated by the thumb, or a permanent tension can be adjusted by a small thumb nut; the crank handle is well balanced and is attached to a loose crank spindle so as to throw in and out of gear for rapid re-winding. Frames are made of the best close grain cast

grey iron, the spindles are made of ground machine steel and are run in long free running bearings, the small gear is machine cut steel and the large gear machine cut grey iron, the best known combination for long service in light gearing. The spindles are furnished with tapered turned spring clip and to hold reels on; they cannot fly off under any condition. Gears are fully enclosed in dustproof housing. Rewinder is finely finished and is fastened to table or shelf by using two bolts in both dummy and gear end. Will hold 15 inch reel. Type "E" Tamco Rewinders, per set.

\$7.95

Every Article Shown in This Catalog is
Guaranteed and is a Real Value at Its Price.

National Automatic Rewinder



The National GoldE Automatic Rewind was designed especially for better handling of sound film. The body is gray iron, cast in one piece with bearings and legs generously oversized and well ribbed. The body and bearings are mounted at an angle which solves the problem of keeping the reel in mesh with driving-pin and eliminates the trouble-making rotating springs and bearings with their danger of friction, heat and fire. Gravity does the job in the National GoldE Automatic Rewind and does it positively. Three thousand feet of film may be rewound on any make of reel. The inside circumference of the body is lined with sound-absorbing felt. Damage to film ends from abrasion and slapping is decreased in this way. With the National GoldE Automatic Rewind, positive action is assured indefinitely. The tube is locked in neutral position as soon as the door is open, thus breaking the circuit. Adjustable friction for any desired tension is provided through accurately machined brake and drum with brake shoes lined with Johns-Manville brake lining. The rewinder is powered by a dependable Janette motor. Another novel feature in the National GoldE Automatic Rewind is the gauge pointer which slides on a shaft fitted at the bottom of the case. With this gauge the projectionist has a means of straightening reels. Bent reels are always dangerous and the cause of trouble, both in take-up and rewind. The National GoldE Automatic Rewind is finished in crystal black baked-on enamel. A durable and lasting surface—easy to keep clean. Length 37½ inches; height 21 inches; thickness 9 inches; weight 150 pounds; equipped with 1/6 h. p. 110 volt motor A.C. or D.C.; motor specially designed to meet all fire regulations. Price complete, f. o. b. Chicago.....

\$140⁰⁰



NEUMADE Special Booth Table

No. T-110. Has heavy angle reinforced legs and 16-gauge steel top; equipped with 2 set-in drawers. Will accommodate sixteen 15" reel sections and is adaptable for automatic rewind as well as a substantial work bench. Size, 60x24x38 in. Price

\$60⁰⁰

**ORDER BY MAIL — If You're Not Satisfied,
You're Money Will Be Cheerfully Refunded.
NATIONAL SERVES YOU RIGHT.**

STURDY NATIONAL REWIND BENCH



A PROJECTION ROOM NECESSITY

The National Rewind Table was developed for use in connection with the Automatic Rewind and makes a wonderful work bench. It is constructed entirely of heavy steel. The top has a 4-inch extension in front, with especially reinforced edges for clamping on hand rewinders, waxers, vises, etc. The legs are of heavy angle iron and well braced, with special heavy braced support for reel cabinets, adjustable for either 1,000; 2,000 or 3,000 foot reels. Three drawers, 16x21x4½ in. deep, are provided for the storage of tools and booth supplies, leaving the table top clear for emergency repairs and other needs of the projection room. The drawers, which are very rigid, are fitted with handles and locks. They operate on roller bearings. A large waste can or storage bin, 15½x23½x21½ in., with strong self-closing hinges and fitted with handle is also provided. Provisions are also made for casters. The table is 60x26 in., 36 in. high and is finished complete in olive green enamel, baked on, which will not scuff or peel off. Special reinforcements and holes are provided where Rewinder is to be fastened to table. No projection room is completely equipped and safely protected against fire without this table. Price f. o. b. Chicago.....

Length 60"
Width 26"
Height 36"
Shipped
K.D. when
so ordered.

\$75⁰⁰

Innovation Film-Vault Cabinets

A New
Idea in
Film
Cabinets
—Add
Sections
as Need-
ed.



Provide Service and SAFETY

The Neumade Unit Idea has proved extremely popular. Each cabinet holds just one reel of film—and you can buy one cabinet or a score of them. The cabinets bolt together quickly and easily to make an efficient, good looking piece of equipment of any capacity desired. Made to accommodate all sizes of reels, from 10" to 18". Heavy steel throughout. Every piece die-cut and perfectly fitted. Each section separated by a double wall or air chamber. Equipped with a reel carriage which lifts reel when the door is opened. The only film cabinet made of the innovation type where additional sections can be added. For 18" reels, per section \$7.00; for 15" reels, per section \$4.50; for 11" reels, per section \$4.50; for 10" reels, per section

\$4⁰⁰

Film Cement Applicator

Think of the saving in cement, the ease and accuracy with which the cement can be applied, the saving in time and the prevention of mussiness—consider these points and you'll realize the necessity of this little device in every projection room. It's a necessity which should be provided, an article the booth should not be without. Saves spills, prevents overflowing, will last a lifetime. Good-looking; made of cast iron; wide base prevents tipping; equipped with cement bottle, ever-wearing brush, and aluminum cork attached to brush handle. Carries a quantity of cement and flows cement instead of brushing it on patch. Neumade Applicator, price, complete

\$2.00

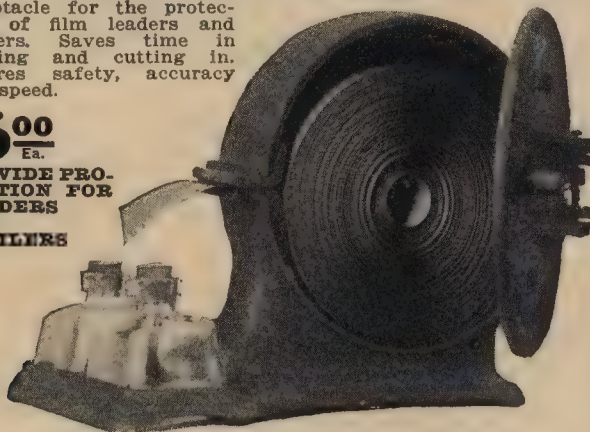


Safety Film Leader Box

The Neumade Safety Leader Box is the only device of its kind on the market which insures perfect protection against fire. Construction—malleable casting having a spring door, equipped with two cement bottles and fireproof asbestos felt at mouth through which the film passes. Dispenses with the hazard of exposed film in the booth and provides a handy receptacle for the protection of film leaders and trailers. Saves time in splicing and cutting in. Insures safety, accuracy and speed.

\$6.00
Ea.

PROVIDE PROTECTION FOR LEADERS AND TRAILERS

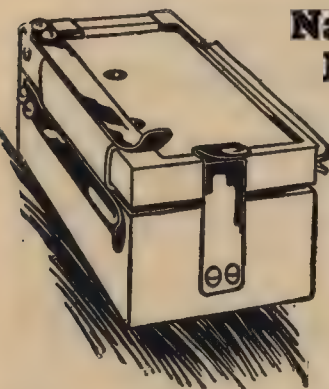


National-Leland Film Cleaner

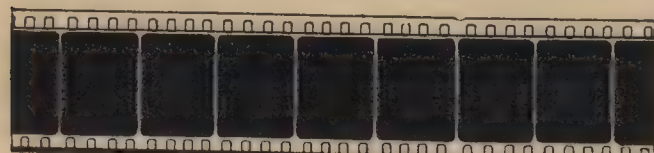
We illustrate the block of this splendid low-priced cleaning outfit. Film pads saturated with our Leland Cleaner are placed above and below the film, and the film passes between them, cleaning off all grit and dirt. Comes complete with 100 pads and one pint of liquid. Leland Outfit, complete, each.....

\$7.50

Film Cleaning Pads, per box 100, \$0.60. Film Cleaning Liquid: Pints, \$0.80; Quarts, \$1.50; Gallons, \$5.00.



National Film Leader Blank



Sound film must be precisely framed for perfect synchronization, especially where the sound-on-disc system is used. National Blank Film Leaders are designed for rapid and accurate framing. The leader is divided into marked squares which assure absolute accuracy in framing. Price, per ft.....

5c

HANDY EXTENSION LIGHTS

USEFUL AROUND THEATRES

Reelite keeps the lamp cord always out of the way—clean and unkinked—always within arm's reach of the projectionist. No time lost untangling cords or making extensions. A necessity in every moving picture booth. Black enameled reel-unit, 7 1/4 in. in diameter, with base for attaching 3/4 or 4 in. outlet box; 25 ft. of approved rubber covered cord. With or without brass or porcelain key socket, heavy wire open guard or Loxon guard. Will take lamps up to and including 60 watt. **Reelite**, complete as illustrated

\$15.00
Ea.



Reelite



Protex

Protex fills a long-felt want in providing absolutely safe extension light service under any condition. Manufacturers and engineers evidence immediate interest when these units are explained to them and recognize the efficiency and saving of life, time and money that Protex makes possible. Protex P'GH Handle, Socket and Wire Guard with Hook, each

\$2.50
Ea.

Test-O-Lite



VEST POCKET SIZE

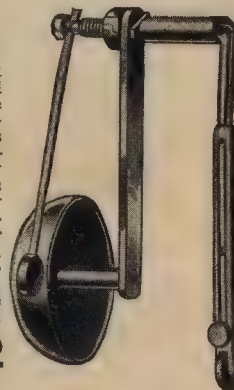
Safe—Convenient—Time-Saving. Locates burnt-out fuses instantly, electric light and motor troubles, faults in circuits, etc. A tiny lamp in the top of TEST-O-LITE detects trouble. TEST-O-LITE is as neat as a fountain pen, is attractively finished in Bakelite and is so substantial that it will last a life-time. Price, each

\$1.50

THE HULETT Reel End Alarm

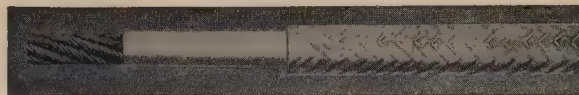
This is the most practical, simplest and most reasonably priced Reel End Alarm that can be procured. Anyone can install it, and, when once installed, they will last for years. It is absolutely positive, and can be adjusted to ring at any point desired by the projectionist. Inexpensive; it saves its cost many times over daily by preventing "white screens" and mis-cued changeovers. Each projector should be equipped with reel-end alarms as a service to patrons who appreciate uninterrupted projection. Every projectionist knows its value and will tell you that you cannot afford to be without it. Absolutely fool-proof—it always works with satisfaction. Price

\$5.00
Ea.



ROCKBESTOS

—the asbestos covered wire.



This is the genuine Rockbestos extra flexible motion picture cable with finest construction and will withstand more wear than any other cable and will never deteriorate.

No. 2, per foot.....	\$0.45
No. 4, per foot.....	.35
No. 6, per foot.....	.25
No. 8, per foot.....	.15

National Sound Film Lacquer

The use of this lacquer is recommended after the patching of sound film. Patch lines, if not thus treated, allow a passage of light through the sound strip that results in rasping or scratching noises. Lacquer for sound film, per 1-oz. bottle.....

\$1.50

National Film Cabinets

Made in two types — "A," from which reels are removed through top covers; and "B," from which reels are removed through front covers. Construction of No. 24 gauge steel, finished in olive green; no solder is used in their construction. Each reel is protected by a double wall with dead air space between, and reel lifting stirrup automatically lifts the reel when cover is opened; stirrup also serves to keep the cover closed firmly when reel is in the compartment.



Approved by National Board of Fire Underwriters

Type "A" Top Opening

TYPE "A" — OPEN TOP STYLE

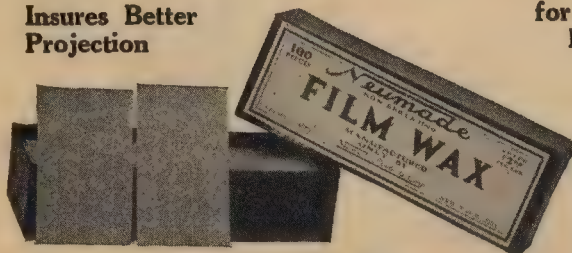
Compartments	4	6	8	10	12
For Reels 10 in. dia. —					
Length, in.	14	21	28	35	42
Width, in.	14½	14½	14½	14½	14½
Height, in.	14½	14½	14½	14½	14½
EACH	\$11.00	17.00	23.00	29.00	35.00
For Reels 15 in. dia. —					
Length, in.	14	21	28	35	42
Width, in.	17¼	17¼	17¼	17¼	17¼
Height, in.	18¼	18¼	18¼	18¼	18¼
EACH	\$12.20	18.80	25.40	32.00	38.60

TYPE "B" — OPEN FRONT STYLE

Compartments	4	6	8	10	12
For Reels 10 in. dia. —					
Length, in.	14	21	28	35	42
Width, in.	14½	14½	14½	14½	14½
Height, in.	18	18	18	18	18
EACH	\$12.00	18.00	24.00	30.00	36.00
For Reels 15 in. dia. —					
Length, in.	14	21	28	35	42
Width, in.	18¼	18¼	18¼	18¼	18¼
Height, in.	20¾	20¾	20¾	20¾	20¾
EACH	\$13.20	19.80	26.40	33.00	39.60

Insures Better Projection

for Sound Pictures

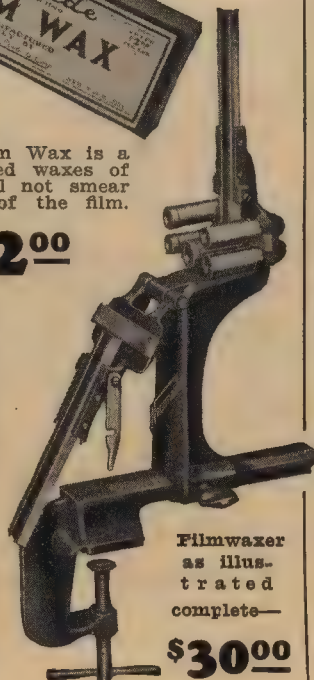


Neumade (Non-Spreading) Film Wax is a scientific preparation of imported waxes of the finest grade. This wax will not smear nor creep over the emulsion of the film. It has supreme lubricating qualities and stays where it is put. Per box of 100 pieces

\$2.00

Neumade Film Waxing Machine

The Neumade Filmwaxer is constructed with a release arm so that the film can be inserted between the rollers with ease. The waxer stand slides on the clamp arm, which permits perfect alignment with rewinders. There are no springs or adjusting nuts to complicate its operation. This waxer is built for speed and perfect lubrication of the film. Meets the modern demand for better care of sound film and should be an integral part of the equipment in every well-regulated projection room. Takes up small space; rigid construction and scientific design. No better waxer made.



Filmwaxer as illustrated complete—

\$30.00

UNIVERSAL FILM MENDER

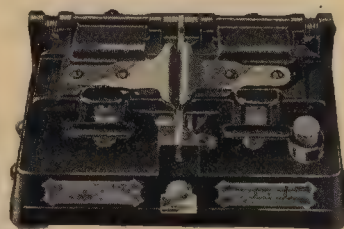
A BIG VALUE AT A VERY LOW PRICE



The Universal has long been a popular patcher with projectionists who appreciate what such an efficient and helpful device means to them. It is made of strong durable materials, accurately machined and with reasonable care will last a lifetime. A compact device for mending films. Makes a smooth, permanent patch when used with Bull Dog or Firm Set Film Cement. Renders high class results on either new or old films. Has a permanent gauge and no adjusting is necessary. A splendid value. Price, complete

\$6.00

GRISWOLD FILM SPLICER



Griswold Film Splicers are simple in construction and their operation easily understood. A stationary double shear blade is located over the center of the base, on each side of which is a swinging film clamp comprising upper and lower jaws. On the lower jaw of each clamp is attached a shear blade to coact with the stationary double shear blade so that a section of film placed in the right film clamp may be sheared by the shear blade carried by the left clamp and a section placed in the left film clamp may be sheared by the shear blade carried by the right film clamp, thus the two sections of film after shearing will overlap the width of the stationary double shear blade. The emulsion scraper is provided with a blade having eight edges, as but one edge is used at a time, much service can be had from a single blade. A guard is attached to the upper left jaw to prevent applying cement where not needed and attached to the upper right jaw are the springs which press the sections of film together after applying the cement. Regular finishes are in black enamel and nickel.

Model "T" Equipped with switch and light below lower shear blade and a compartment containing bottle of cement. Base 5¼"x8¾"; height closed, 8 13/16". Supplied for 5/32", 1/16" or 1/16" tap as ordered. Model T Griswold Film Splicer as illustrated, each.....

\$37.50

Model R-2, without lighting device or cement holder, each \$22.50.

National Film Cements

FIRM-SET

This high quality film cement is prepared for us under an approved formula and of the very best ingredients obtainable. It is in general use in large theatres and film exchanges throughout the country and is accepted by experts as the finest product obtainable. Makes an extremely even, flat and durable patch, works fast and can be depended upon under all conditions. Insist on National Firm Set Film Cement if you want the best value. Per gallon \$5.00; per quart \$1.75; pints, \$1.00. 20c Ounce bottles, each.....



BULL DOG

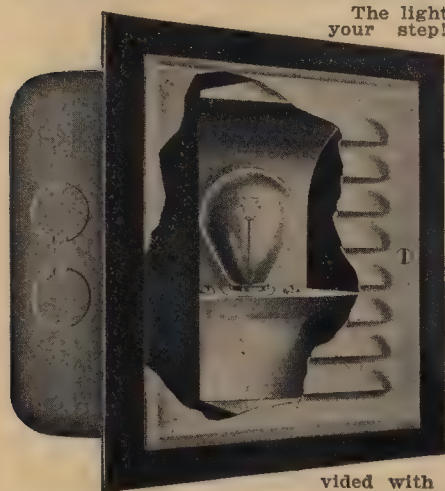
gets its name from its sticking and staying qualities under all conditions. This well known formula has been in use for years and many projectionists will accept no substitute for Bull Dog. Compounded of highest quality ingredients, thoroughly tested for consistency and backed by the National Guarantee—you can't go wrong with Bull Dog. Gallons, \$6.00; quarts, \$2.00; pints, \$1.25; 1-ounce bottles, each.....

25c

Whatever You Need — Delivered When and Where You Need It. NATIONAL IS ALWAYS ON THE JOB — DAY OR NIGHT.

Projection Room Supplies, Accessories

The National Louvrelight



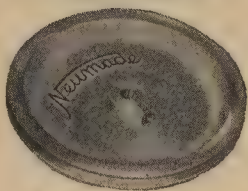
The light that says "Watch your step!" while enabling you to do so. Used along corridors, on landings and curves on stairs, in stair risers, at the end of every seat row in theatres, around the pedestals of machines, alongside doorknobs, valve handles and switches, the louvrelight becomes one of the best safety devices. As a night light in nurseries it is supreme. The light flows through a wide angle but does not rise above 45° below horizontal. All National louvrelights are provided with a black surfacing plate extending half-inch all

around, which is adjustable so that it fits tight and square against the plaster, insuring proper alignment and finished appearance. The standard finish of louvre cover plates is eggshell white lacquer but will be finished to match surrounding walls, and trim at a nominal charge—or with coat of priming lacquer if finish is to be applied after installation.

No. 5001. For either Horizontal or Vertical Mounting. Intermediate base receptacle, accommodating 10-watt S-11 lamp is assembled to scientifically designed chromium reflector, which assures maximum efficiency with minimum current consumption. Both reflector and louvre cover plate are mounted on surfacing plate, which is attached to a standard deep type 4½ inch outlet box furnished with each unit. Shipping weight, 2 lbs. Price, each. **\$5.00**

Rewinder Pulleys

For motor drive attachment. Cast aluminum—light and strong. Deep belt flanges. Precision fitted for two standard sized shafts— $\frac{1}{8}$ and $\frac{3}{16}$ ". Fastens to shaft with set screw. Also made in cast iron. State shaft size wanted. Order RP1 (aluminum) **\$2.25** (cast iron) **\$2.50**; RP2



Mazda Exciter Lamps for Sound Equipments

The Photo-cell exciter lamp is a critical point in sound-on-film equipment. Genuine Mazda lamps should be used to obtain best results. Every National Branch carries a complete stock of these lamps, together with signal lamps which are used to indicate the condition of amplifier circuits and signal volume change from a control point in the auditorium.

RCA Photophone—10 volt 7.5 amp. C-6 fila. T-8 bulb. Price each. **\$1.40**
De Forest Phonofilm—S. C. Bayonet Base (RCA No. MDC7019). Price each. **\$1.40**
Power's Cinephone—Each **\$1.40**
Movietone—8 volt 4.0 amp. C-6 fila. T-8 bulb, S. C. Bayonet Base—Item 14. Price each. **\$1.25**
RCA Photophone—5 volt 4.0 amp. T-8 fila. E-11 bulb. Recording Lamp. Price each. **\$1.75**
RCA Portable Photophone—27-volt, 1-amp., T-8 Exciter Lamp, each **\$2.00**
Switchboards—115 volt, 2 candle power, T-7 carbon bulb, clear, candelabra screw base, overall length not exceeding 2 in. Reproducer amplifier indicator for switchboards. Price each **.30c**

Lamp Contracts

Ask the National representative about the economy and other advantages of buying your Exciter Lamps on a Lamp Contract—Form "E," along with your regular Mazda Lamps for house and sign lighting. Quick delivery—better service.

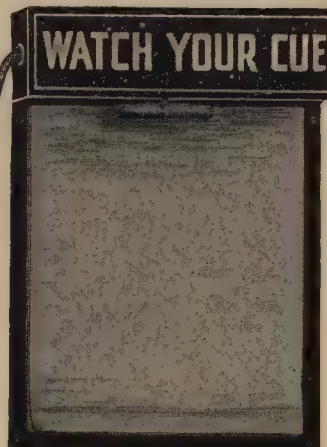


W. E. 4
Amp.
8 Volt

RCA 7½
Amp.
10 Volt

FOR BETTER CONTINUITY

ON THE STAGE AND IN THE BOOTH



The exacting requirements of talking picture presentation have made this little bulletin board one of the necessities every first-class theatre should provide. This convenient cue sheet holder, or bulletin board, has illuminated sign with white opaline letters at top, light is also reflected down the cue sheet, which is held in place by a spring clip. This device is 10 inches wide by 14 inches high overall, finished attractively with wire lead and socket ready to install. Price..... **\$8.00** Ea.

Sign at top can be furnished to read "Bulletin" at same price.

Carbon Cabinet

Prevents Loss from Broken Carbons

Constructed of all steel, rigidly built, has following roomy compartments for carbons and one drawer for tools or carbon butts: Three compartments for carbons—two 6"x6"x10" and one 6"x12"x10". One tool drawer 6"x12"x18" and one spacious compartment for miscellaneous items equipped with hinged cover. Flat top area 10"x12" with two cups for record needles. Overall size 12"x18"x24". Baked-on olive gray enamel. Neumade Carbon Cabinet No. S-309, each **\$36.50**



No. S-309

CABINET RACK

With Carbon Holder

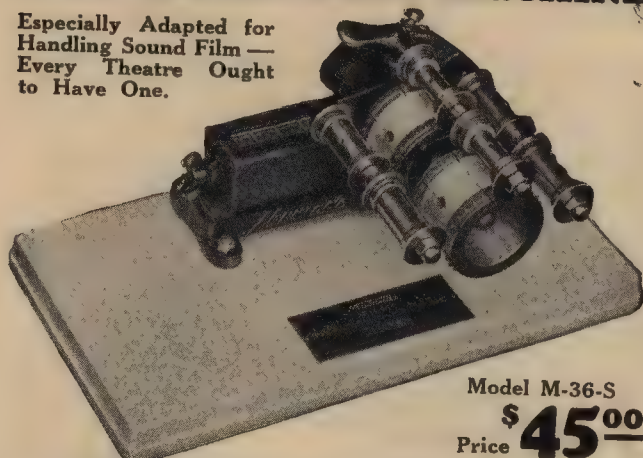
This is one of the most practical and useful combination racks ever developed for use in the projection room. It serves several distinct needs for efficiency and is one of the most popular items in the Neumade line. Constructed to hold one or two 5-reel Booth Cabinets, equipped with compartments for carbons. Made up with a removable top plate, which when removed accommodates another 5-reel cabinet. Compact, convenient, and requires little floor space. Size 20x35x21 in. Finished in baked-on olive green enamel. Neumade Cabinet Rack No. R-451, **\$35.00** Price.....



No. R-451

FILM MEASURING MACHINE

Especially Adapted for
Handling Sound Film—
Every Theatre Ought
to Have One.



Model M-36-S
Price **\$45⁰⁰**

Perfect synchronization of Sound Film—and the public will accept nothing else these days—depends upon absolute accuracy in the measurement of the film. Cutting, inspecting, and patching must be done with a machine that counts the frames. Measuring footage and guessing from that point on won't do! All Neumade Measuring Machines equipped with the Special Counters. They won't warp. Screws or bolts won't pull out or loosen up. They "stay put" on the table. We illustrate a Standard Neumade Measuring Machine, especially equipped with new Frame Counter and White Enamelled Cast Steel Base. Single Eight-Frame Brass Sprocket Hub, heavily nickel plated, with frame slots to make cutting and splicing easy.

CAUTION LABELS

Clearly printed on durable quality of paper in colors to conform to shipping regulations. Regulation Caution Labels, ungummed, not padded, per 100.....\$0.50
Combination Caution-Shipping Labels, not gummed, in pads of 100, per pad......75

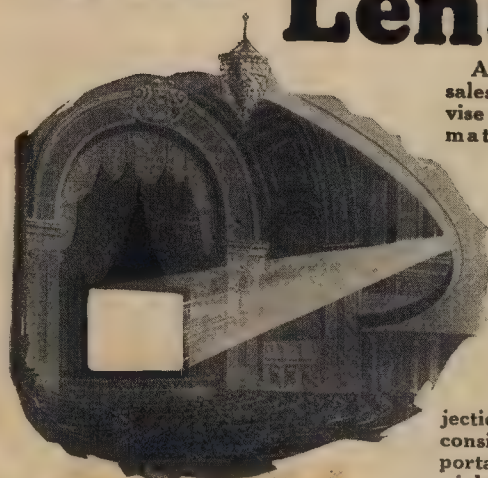
OPTICAL PORTHOLE GLASS

A fine quality of clear optically perfect, non-breakable glass for use in confining noise to the projection room. Furnished in two sizes—5" and 6", either round or square; specify which is wanted.
Porthole Glass—5", each.....\$5.00
Porthole Glass—6", each.....6.00

OPERATORS' RUBBER GLOVES

Indispensable in handling wet batteries, as a protection to the hands and eyes. Finest quality rubber; reinforced seams; extremely flexible, with gauntlets.
Rubber Gloves with 5" gauntlets, per pair.....\$1.75
Rubber Gloves with 9" gauntlets, per pair.....2.00

USE GOOD Lenses



Any National salesman will advise you in the matter of good lenses; further he will gladly demonstrate his product to your own satisfaction. Are you satisfied with your present projection? Have you considered the importance of providing GOOD

LENSES? Ask a National representative to send you a pair of really high class lenses with trial privilege. The value of good lenses cannot be overestimated, yet their cost is small compared to other equipment of no less consequence. We can supply exactly the size and type of projection lens needed to correct any condition where improvement is needed.

USE B & L PARABOLIC CONDENSERS

The Parabolic Cinephor Condensers are being used everywhere now where theatre men want more light and a better light without boosting the amperage. 20% to 25% more light is saved with these condensers.

P. A. 20 Cinephor Parabolic Condenser, 4-15/32" diameter for regular arc lamp.	
Each.....	\$12.00
S. A. 10 Cinephor Plano Convex Condenser of 6 1/2" focus for use with P. A. 20	
Each.....	4.25
S. A. 12 Same as above but 7 1/2" focus.	
Each.....	4.25
S. A. 14 Same as above but 8 1/2" focus.	
Each.....	4.25
P. M. 15 Cinephor Parabolic Condenser for Mazda 4" diameter for use with P. M. 25 or P. M. 30. Each.....	9.50
P. M. 25 Cinephor Parabolic Condenser 5 1/4" diameter for Mazda. Each.....	15.50
P. M. 30 Cinephor Parabolic Condenser 5 1/4" diameter special for Simplex Mazda. Each.....	15.50

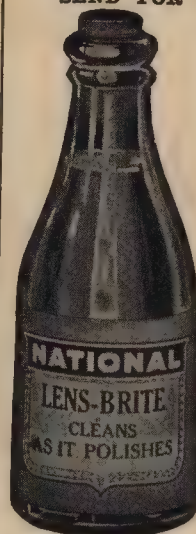
SEND FOR COMPLETE CIRCULAR



Reflector Arc Condensers

Condensers for Peerless Reflecting Arc Lamp, size 8" diameter, 19" focus. Each

\$9⁰⁰



LENS—BRITE

The Perfect Lens Polish

Lens-Brite is a new chemical compound which cleans all foreign matter from lens surfaces and polishes the surface to its original finish. Positively non-inflammable. To obtain best projection results all lenses should be carefully cleaned regularly with a polish that will not injure the delicate surface of the lens. Lens-Brite positively will not injure the lens, but rather restores it to highest efficiency. It cleans as it polishes. Should be kept on hand in every projection room. Large, two and one-half ounce bottle. Price.....

35^c

Neumade Sound Picture Record Cabinets

This cabinet equipped with 25 shelves each covered with green felt. Also one drawer equipped with three needle cups and ample space for tools and accessories. This cabinet also has an index for each record. Finished in olive gray baked-on enamel. Model S-503 as illustrated, f.o.b. factory.....

\$75⁰⁰

WE HANDLE THE ENTIRE NEUMADE LINE OF FILM HANDLING AND PROJECTION ROOM EQUIPMENT—ASK FOR CATALOG.



Needed for Well-Equipped Houses

Plews' Pistol Oiler

CONTROLS THE SQUIRT

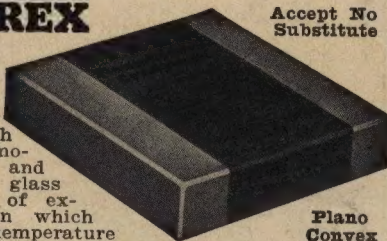
It's mighty hard to gauge a squirt with the ordinary oil can. You can not be sure just what a "thumb-push" on the bottom of the can is going to produce. A few drops may spit out and then again a stream of oil will shoot out that completely floods the area around the place to be oiled. Every user of an oiler will readily appreciate the advantages of "definite squirt control." The action of a Plews' Pistol Oiler is always positive. A certain degree of pressure will always deliver exactly the same quantity of oil. For those parts that are hard to get at and hard to see—just one shot with the Plews' Pistol Oiler and you know it's oiled to the exact degree you want. ALL-METAL action. No wear-out. Few and simple parts. Trigger action for ease in operating and assuring perfect control. Entire working assembly in one DETACHABLE unit. Oil driven by MECHANICAL force, not air-pressure. Pumps any oil that will flow—either winter or summer. Will feed when held in any position. Well-balanced, comfortable to handle. Spring clip holder with each oiler. Model No. 100. Capacity, $\frac{1}{2}$ pint; length of spout, 6 inches; height of oiler, 5 inches. Price.....



\$1.50
Ea.

Genuine PYREX Condensers

Pyrex Condensers resist the heat generated by carbon arcs or high wattage bulbs used in motion picture projectors and spot lamps. Ordinary glass has a high coefficient of expansion and contraction which causes breakage under temperature changes. Pyrex condensers withstand extreme changes of temperature in the booth and their light transmission qualities compare most favorably with highest quality crown glass and approach very nearly the properties of quartz condensers at a fraction of their cost. Genuine Pyrex Condensers give constant, uninterrupted service and their additional cost is saved many times by greatly reduced replacement and efficient service. 8" diameter, 10", 12" or 15" e. f., each \$21.00; 6" diameter, 9" or 10" e. f., each \$10.50; 5" diameter, 9" e. f., each \$7.50; 4 $\frac{1}{2}$ " diameter, 6 $\frac{1}{2}$ ", 7 $\frac{1}{2}$ " or 8 $\frac{1}{2}$ " **\$6.00** Ea.



Accept No Substitute

Plano Convex

SPOT LAMP CONDENSERS

Made of very best quality optical glass, accurately ground and finished. Can be used in all standard spot and flood lamps. 6" diameter, 9" to 14" focus.....\$3.00
6" diameter, 8 $\frac{1}{2}$ " to 8" focus.....4.00
6" diameter, 6 $\frac{1}{2}$ " focus.....4.00
5" diameter, 9" to 14" focus.....2.50

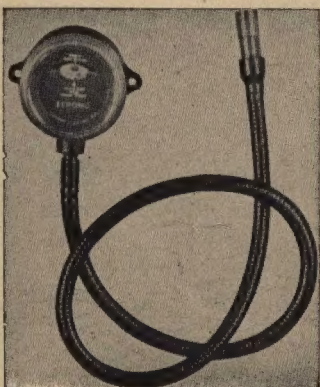
STEREOPTICON LENSES

An exceptionally high-quality single glass lens which can be used on any make of motion picture projector. Any focal length. Each..... **\$2.50**

Speed Indicator

RELIABLE—ECONOMICAL

The new Strong Film Speed Indicator has been perfected to sell at less than half the price asked for most other reliable devices of its kind. The indicator head shows both the number of film feet per minute and the minutes consumed per thousand feet of film. It is read at a glance from any angle. Accuracy guaranteed. In ordering state the make and model of your projectors. Strong Film Speed Indicator, complete with 3 feet of flexible shafting. Price, only **\$15.00** Ea.



TRANSOLENE

HEAT AND MOISTURE PROOF COLOR MEDIA

While Transolene costs slightly more than ordinary gelatine its long-wearing qualities and usability amply justify its higher price and make it cheaper in the long run. Available in 24 colors and shades—specify color wanted or apply for free color chart. Price per sheet, size 22x20, any colors, each..... **40c**



MADE IN GERMANY

TRADE MARK REGISTERED GELATINE

Supreme the world over for more than 50 years and the standard by which all gelatine is measured, TRANSFLEX comes in large sheets 20x24 in. and can be furnished in any color desired. Less than 100 Sheets, per sheet, 30c. In lots of 100 Sheets, per sheet..... **20c**

K. F. CARBON SAVERS

Made of heavy bronze that will stand the heat and will last the life of any reflector arc lamp they are used in. Not an experiment, they are practical and do the work. They were perfected after considerable

Per Set of Four
2 Negs.—2 Pos.

\$4.00



experimenting by operators who know. Order a set today.

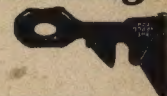
The Popular B. & H. Lug

Good copper terminal.

Per dozen, \$1.00.

Each.....

10c



Belt Hooks

We carry these in various sizes for the different sizes in belting. Price, per doz.....

15c



Belt Couplings

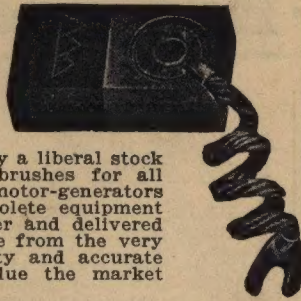
Can be had in either $\frac{3}{8}$ in., $\frac{1}{2}$ in., or $\frac{3}{4}$ in. Price, each.....

25c



Have You Tried Out the New SRA NATIONAL CARBONS For Low Intensity Lamps? A Test Will Convince You.

BRUSHES FOR ALL MAKES OF GENERATORS



All National branch stores carry a liberal stock assortment of highest quality brushes for all standard types and models of motor-generators and motors. For special or obsolete equipment brushes can be made up to order and delivered promptly. Our brushes are made from the very best materials, tested for quality and accurate fitting and are the highest value the market affords. Prices:

GE Generator Brushes:

35-amp. 8 to a set, each.....	\$0.75
50-amp. 8 to a set, each.....	0.75
70-amp. 8 to a set, each.....	0.75
100-amp. 12 to a set, each.....	0.75
125-amp. 12 to a set, each.....	0.75

Hallberg Generator Brushes:

20-40 amp. 4 to a set, each.....	0.75
30-70 amp. 4 to a set, each.....	0.75

Martin Rotary Converter Brushes:

10 kw. 8 to a set.....	\$1.00
15 kw. 12 to a set.....	1.00
20 kw. 18 to a set.....	1.00
Up to 6 kw. 4 to a set.....	1.00

Hertner Transverter Brushes:

20-30-40-50 amp. Series Arc, 4 to a set, each.....	0.75
75 amp. Series Arc, 6 to a set, each.....	0.75
100 amp. Series Arc, 8 to a set, each.....	0.75
125 amp. Series Arc, 12 to a set, each.....	0.75
30-60 and 40-80 amp. Multiple Arc, 4 to a set, each.....	0.75
60-120 amp. Multiple Arc, 6 to a set, each.....	0.75
80-160 amp. Multiple Arc, 8 to a set, each.....	0.75
100-120 amp. Multiple Arc, 12 to a set, each.....	0.75

Wagner Rotary Converter Brushes:

35-amp. D. C. 2 to a set, each.....	\$0.50
35-amp. A. C. 2 to a set, each.....	0.75
50-amp. D. C. 4 to a set, each.....	0.50
50-amp. A. C. 4 to a set, each.....	1.25

Westinghouse Generator Brushes:

4½ kw., 8 to a set, each.....	0.75
2½ kw., 8 to a set, each.....	0.75
5 2/5-½ kw., 50 amp. 8 to a set, each.....	0.75
6½ -8½ kw., 90 amp. 8 to a set, each.....	0.75

Watton Rexolux Generator Brushes, 4 to a set, each.....

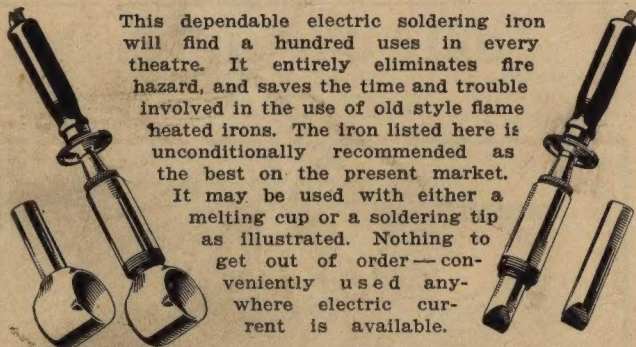
Roth Actodector Brushes:

25-amp. 1½"x1"x½", 2 to a set, each.....	0.80
35-amp. 1½"x½"x½", 8 to a set, each.....	0.80
50-amp. 1½"x½"x½", 8 to a set, each.....	0.80
75-amp. 1½"x1"x½", 8 to a set, each.....	0.80
100 amp. 1½"x1"x½", 8 to a set, each.....	0.80

Fidelity Motor Brushes, each.....

Janette A. C. and D. C. Motor Brushes, each.....

American Beauty Electric Soldering Iron



This dependable electric soldering iron will find a hundred uses in every theatre. It entirely eliminates fire hazard, and saves the time and trouble involved in the use of old style flame heated irons. The iron listed here is unconditionally recommended as the best on the present market.

It may be used with either a melting cup or a soldering tip as illustrated. Nothing to get out of order—conveniently used anywhere electric current is available.

PRICES WITH SOLDERING STAND (Tips or Melting Cups Not Included)

No. 3138, 100 watt; length 12½".....	\$ 8.00
No. 3158, 200 watt; length 15".....	9.25
No. 3178, 300 watt; length 13¾".....	11.50

Melting Cups for Irons in Order Listed Above

No. 3638, 3-oz. capacity.....	\$ 1.20
No. 3658, 12-oz. capacity.....	2.00
No. 3678, 17-oz. capacity.....	2.75

Soldering Tips for Irons in Order Listed Above

No. 3738, ¾" diameter.....	\$ 0.60
No. 3758, ½" diameter.....	1.20
No. 3778, ⅜" diameter.....	1.90

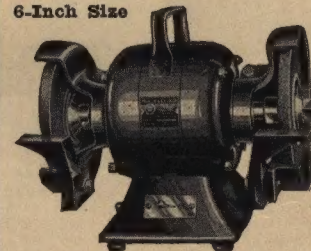
Electric Tool Chest—Always Handy

One of the handiest units ever placed on the market. An attractive metal box, finished in green, contains: Black & Decker ¼" Light Duty Electric Drill, Bench Drill Stand, Complete Set of Twist Drills up to ¼", 4" Wire Wheel Brush with Arbor, 4" Rag Buffing Wheel, 4" Sanding Disc with Arbor, 3" Grinding Wheel with Arbor. With the electric drill holes may be drilled up to ¼" in wood or metal and when equipped with the 3" grinding wheel and fastened in the bench drill stand it may be used for light grinding such as sharpening tools, buffing carbon jaws, aperture plates, etc. This drill and 4" wire wheel brush may be used for removing paint and rust. The 4" rag buffing wheel will be found ideal for most kinds of polishing work. The 4" sanding disc and the ¼" drill, when used in the bench drill stand, may be used for light sanding. No. 1. Electric Tool Chest \$40.00 Price complete



Ball-Bearing Grinder-Polisher

6-Inch Size



New, powerful grinder with ball bearings throughout. Designed to fill the need for a 6" bench grinder of Black & Decker quality at low cost, for general purpose grinding, polishing and tool sharpening. Wheel guards are adjustable, making it possible to grind at any position on the circumference of the wheels. The rubber feet and lifting handle are special features, affording the utmost in convenience—as the rubber feet make it possible to do ordinary grinding

without necessity for fastening the grinder down and, by means of the handle, grinder can be readily moved from place to place to suit the nature of the work or the convenience of the operator. This grinder is practically vibrationless, due to inherent balance and the absorptive qualities of the rubber feet. Furnished complete with two 6x½ in. wheels with ½-inch hole; 110-volt, 50-60 cycle, single-phase, AC motor; two adjustable tool rests; two adjustable wheel guards; switch located in base, three conductor cable with attachment plug, and rubber feet. Net weight 36 lbs. Price, complete \$35.00

NATIONAL REPAIR SERVICE

Each National Branch maintains a well-equipped shop for the repair and maintenance of theatre equipment. Expert mechanics are in charge of all operations and only GENUINE repair parts are used. Each National rebuilt projector or mechanism is therefore a guaranteed job.

EMERGENCY SERVICE

Accidents will occur. National trouble-shooters are always ready to help you out of mechanical trouble—DAY or NIGHT. A call to the National Branch gets results quickly.

